

**THE IMPACT OF BRAND ELEMENTS AND BRAND ASSETS ON CUSTOMER BASED
BRAND EQUITY OF UHT MILK BRANDS IN PAKISTAN**



**Thesis Submitted to
The Superior College Lahore
In Partial Fulfillment of the
Requirement for the Degree of
Doctor of Philosophy in Business Administration**

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DEDICATION

Nothing can express the appreciation and admiration I have for my dearly loved mother and my late beloved father. This thesis is dedicated, firstly, to my mother Mrs. Shahnaz Pervaiz and my late father Mr. Talat Pervaiz who taught me to have faith in Allah, self believe, courage, honesty, assiduousness, determination and hard work. For doing PhD was my father's dream, which has come true.

This thesis is dedicated, secondly, to my wife, my best friend Mrs. Mamoona Ali Yab. There are no words to convey how much I love her. She has been a great and true supporter and has unconditionally loved me during my good and bad times. She has confidence in me and my insight, in any event, when I wanted to delve an opening and slithering into it by losing trust in me. I truly thank her for sticking by my side and make me feel comfort, even when I was irritable and depressed. We have learned a lot together about life and strengthened our commitment and determination towards each other to live life to the fullest.

ACKNOWLEDGMENTS

Seeking knowledge is compulsory for every human to differentiate his/her self in terms of capabilities and to bring out the best of his/her. No doubt, words are worthless in front of praise of Allah Almighty Who created us and made us capable of being what we are today. Most importantly, I profoundly express gratitude toward Allah Almighty Who has guided me through the good and bad of life and encouraged me in keeping my understanding solid, jaw up and grin flawless.

This thesis is portrayal of an astute instructive excursion of discovering that would not have been conceivable without the direction, liberality, and care of a few people to whom I am unquestionably thankful. I am indebted to my supervisors, Professor Dr. Muqaddas Rehman and Professor Dr. Muhammad Khyzer Bin Dost, for their guidance in the research process, and their attention to my needs, during all the stages of the conception, analysis, and reporting of this project. All the times, whether early morning, midday, afternoon, evening, night or mid night; Dr. Muqaddas and Dr. Khyzer Bin Dost support has been assiduous. It has been a privilege for me to learn from them through their valuable input and rigorous academic guidance. Very special thanks to Chairman of superior university, Professor. Dr. Chaudhry Abdul Rehman for giving me freedom to pursue my project without objection. He is the most humble and supportive person I have ever met and he is the one you will instantly love and never forget once you meet him as he has very charming and charismatic personality.

My sincere appreciation to Dr. Qasim for his immense guidance in data analysis. He has provided me with insightful discussions about the data analysis. My deepest thanks to him for his quality time, supervision and assistance. I extended my appreciations to my mother Mrs. Shahnaz Pervaiz and my late father Mr. Talat Pervaiz because of whom, I am blessed to be where I am today. My persevering parents relinquished their lives for us three siblings and gave unqualified love and care. I love them so much and I would not have made it this far without them.

I am deeply indebted to my mother Mrs. Shahnaz Pervaiz for her unconditional efforts, dedication and immense prayers, love and care in my every achievement of life after my father's death. No one walks alone on the journey of life. My love and thanks to my forever dearest wife Mrs. Mamoonah Ali Yab for her adoration, tolerance and consistent help all through my doctorate. I incredibly recognize her soul and persistent consolation to arrive at my best in writing the dissertation. I would also like to extend my gratitude to my brothers Mr. Zafar Yab and Mr. Umer Yab who encouraged me on the long street in achieving my instructive and business objectives. I have been blessed to be surrounded by my brother Mr. Zafar Yab for his encouragement, endearment, support, care, affection, prayers and assistance. I further thanks to my brother Mr. Umer Yab for his unconditional support and love as he is the person who saw potential in me, empowered me and put resources into my turn of events during my thick and thin.

Special thanks to my sister-in-law Ms. Saima Naseer for her tremendous encouragement in doing my PhD. She always took part in discussion with me about the idea of my thesis work which ultimately helped me to draw and establish my thesis concept. Her confidence in me increased my faith to do my best in completion of my research work. I appreciate highly the patience of my lovely children, Mahroosh Ali Yab and Muhammad Usman Ali Yab. The detriment they have borne and serenity they have shown to make me keep moving during my course duration can never be overlooked. I particularly want to thank my beloved daughter Mahroosh whose prayers for my success and completion of degree encourages me to achieve my goals.

Finally, I express my gratitude to all who walked besides me and helped me along the way during this project. I thank you my sister in laws, Mrs. Saima Zafar & Mrs. Beenish Umer; my mother-in-law Mrs. Firdous Naseer; My uncle Mr. Faqeer Muhammad Tariq & Mr. Abdus Samad; and all my niece & nephews for their prayers and encouragement and plan to get further help, love and favors of your supplications which matter the most to me.

ABSTRACT

Pakistan is one of the largest milk producers in the world and is consumed on a large scale in Pakistan. Keeping into account the health concerns of consumers, rather than free milk, there are protected to-utilize options accessible in the market as Ultra-High Temperature handling (UHT). A selected set of brand assets comprises of brand awareness, brand association, brand perceived quality, brand image and brand loyalty along with a selected set of brand elements comprises of brand name, brand logo, brand packaging, brand slogans, and brand jingles have been taken into account to see how both sets affect a selected set of CBBE comprises of salience, performance, imagery, judgments, feelings, and resonance of UHT milk brands of Pakistan. Brand assets and brand elements could be one way through which UHT milk brands can increase the levels of CBBE by developing association and satisfaction. Therefore, the main objective of my study is to examine the association between brand elements, brand assets, and customer based brand equity of UHT milk brands of Pakistan by developing a conceptual model of the mediating effect of brand assets on brand elements and customer based brand equity.

This research work has been done in the light of positivism research paradigms to achieve objectives of my study as it is restricted to data collection and explanation in an unbiased way and results are recognizable and measurable. To see the mediating influence of Brand Assets on the relationship of brand elements and CBBE, it is verified through experiments and logical proof. Overall, research is empirically observable. One of the sub-objectives of my study is to test this model in the setting of the UHT milk brand industry of Pakistan, which has received relatively less attention about investigating the mediating relationship of brand assets on brand elements and customer based brand equity. A self-administered survey approach was used that resulted in a high response rate of 84.3%. The no of questionnaires distributed were 474 and received from respondents were 400 in five cities (Lahore, Faisalabad, Sialkot, Rawalpindi, and Multan) of Pakistan. SPSS 21 was used for descriptive statistics. Based on a literature review and conceptual model, a total of 16 hypotheses were developed and SMART PLS 3 was used for

explaining measurement model assessment dealing with instrument validity and reliability and structural model assessment dealing with results of hypothesis testing.

The findings of the proposed model indicated that there is a positive relationship between overall brand assets and customer based brand equity. A positive relationship has been found out between constructs of brand elements and brand assets excluding brand slogans and brand jingles. Similarly, overall brand assets mediate the relationship between all brand elements excluding brand jingles and customer based brand equity as per the analysis. This study provides a sound theoretical contribution to the literature for the relationship of overall brand assets, brand elements, and CBBE in the UHT milk industry of Pakistan. The mediating model proposed and tested in this study has attempted to enhance CBBE of UHT milk brands of Pakistan. Moreover, practical and theoretical implications along with implications for public policy have been discussed to facilitate and encourage the practitioners like marketers, investors, and entrepreneurs of Pakistan in recognizing or implementing the most necessary vital branding strategies to promote and maintain UHT milk brands of Pakistan. Lastly, future recommendations for this study have been discussed in detail. Key points are: a) to take financial performance in account; b) further studies need to examine other aspects of selected variables; c) a moderating mechanism can also be studied.

Keywords: Brand Assets, Brand Elements, Customer Based Brand Equity, UHT Milk Brands

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LIST OF ACRONYMS

CBBE	Customer based brand equity
BN	Brand name
BA	Brand Awareness
BAS	Brand Association
BPQ	Brand Perceived Quality
BI	Brand Image
BLY	Brand Loyalty
BP	Brand Performance
BL	Brand Loyalty
UHT Milk	Ultra High Temperature Milk
GOP	Government of Pakistan
PDDC	Pakistan Dairy Development Company

DEFINITIONS

Brand Elements: “Elements used to express or represent and identify or differentiate the brand”.

Brand Assets: “Brand Assets are the consistent signals that make it quite easier for the consumers to recognize and identify the brand and recall the associations related to the consumer and the brand”.

Brand Awareness: “Brand awareness is the likelihood that consumers recognize the existence and availability of a company's product or service”.

Brand Association: “Brand association is anything which is deep seated in customer’s mind about the brand”.

Brand Perceived Quality: “The customer's opinion about the overall quality or image of the product or service or the brand itself with respect to its purpose of use as against its alternatives”.

Brand Image: “Brand image is the perception of the brand in the mind of the customer”.

Brand Loyalty: “Brand loyalty is a pattern of consumer behavior where consumers become committed to brands and make repeat purchases from the same brands over time”.

Brand Name: “Brand name identifies not only a product but also its manufacturer or producer”.

Brand Logo: “A graphical mark used to identify a company, organization, product or brand”.

Brand Packaging: “Brand Packaging offers insight on how to successfully create strategic branding through package design”.

Brand Slogans: “Simple and catchy phrase accompanying a logo or brand, that encapsulates a product’s appeal or the mission of a firm”.

Brand Jingles: “A jingle is a short musical tune which is used for advertising and other commercial purposes”.

Customer Based Brand Equity: “Customer-based brand equity (CBBE) is used to show how a brand’s success can be directly attributed to customers’ attitudes towards that brand”.

Brand Salience: “Brand Salience is the degree to which a brand is appears in the consideration set of a customer when he or she is in process of buying a product”.

Brand Performance: “Brand performance is the result of desirability and profitability in a brand”.

Brand Imagery: “Brand image is the perception of the brand in the mind of the customer”.

Brand Feelings: “An emotion that customer feels about product or service as it relates to their lives”.

Brand Resonance: “The Brand Resonance refers to the relationship that a consumer has with the product and how well he can relate with it”.

UHT Milk: “Ultra-high temperature, or UHT, milk is ultra-pasteurized milk that comes in sterilized containers”.

CHAPTER ONE: THE INTRODUCTION

This chapter comprises of ten segments. The initial part of this chapter is the background of the research by giving the total review of the point. The subsequent part quickly clarifies the premise of examination by giving the comprehension of brands and customer based brand equity of Pakistani industry in order to build concept. The third section talks over the problem statement and research gaps of the study. The fourth section presents the significance of study. Further, it discusses the research objectives (fifth section) of the work followed by the research questions (sixth section) and hypotheses (seventh section) of the study to identify the relationship between Brand Assets and Brand Elements on Customer Based Brand Equity (CBBE) of UHT milk industry of Pakistan. Eighth section explains the delimitations of the study and ninth section is about my personal interest in the topic. Finally, the tenth section of this chapter briefly explains the structure/roadmap of the study.

1.1 Background of the Study

“Factories rust away, Packages become obsolete, Products lose
their relevance. But great brands live forever.”

(Backer Spielvogel Bates)

The word brand is originated from Old Norse word ‘Brandr’ which means ‘To Burn’ and branding intends to recognize the product of one producer from those of an alternate from centuries. Nonetheless, brand creating certain amount of cognizance, reliability, and prominence etc. that are suggestions by practicing managers in market place. Unique and particular significance of brands promote consumers daily activities and improvement in life. This illustrates that capability to improve brand choice and reduction in risk has become valuable due to complicated, pressurized and time starved lives of today consumers (Keller K. L., 1999).

The topic has its own rich background with the presence of a variety of literature available but separately for Brand Elements, Brand Assets and CBBE. So we have to develop model with the help of literature, for Brand Elements and Brand Assets to show the impact on

Customer Based Brand Equity (CBBE). As we know this topic is in context of Pakistani setting and especially for UHT milk brands (staple convenience consumer goods), so we require to test or verifying the combining effect of existing literature on it and must see the results as the setting impact on it.

Pakistani market is highly competitive and for this reason it is difficult to retain brands for longer period or in other words there are numerous options available for customers in the market so that is why it is difficult for marketers to grab customer and stick with their product. In the light of Economic Survey of Pakistan (2018-19), the livestock sector alone contributes 11.2% of Pakistan's GDP. Keeping in account all the concerns in current state of affairs of dairy industry in Pakistan, conclusion can be drawn that growth potential is held by dairy industry. Moreover, it has significant impact on economic viewpoint as well. This is the reason that researcher has chosen to measure the impact of independent variables on dependent variable on UHT milk brands. The purpose to pick UHT milk brands of dairy industry Pakistan under the study of this research, because the Potential growth and influence of dairy industry on Pakistan economy and UHT milk brands are capturing day by day the market share of Pakistani dairy sector (Tahir, Riaz, Bilal, & Nouman, 2019). Therefore, Pakistan as a developing country consider this sector as the most opportunist one and that is why brands need to be establish and retain. The focus of researcher is to study this sector more and make solutions to improve infrastructure and make strong local UHT Milk Brands in Pakistan. Now the response of customers towards the Brand Elements and Brand Assets in dairy industry of Pakistan is an interesting research element that researcher has picked.

1.2 Problem Statement

In this era of competition, there is a dire need to create contending models and use more and more variables as per Raza, Salleh, Tariq, Altayyar and Shaari (2020), Farhat, Mokhtar and Salleh, (2020), Abror (2019), Shahzad, Ahmad and Gul (2019) so the decisions that purchasers made get simplify about the brands. Reason behind choosing this area of study is no research has been found on CBBE in UHT milk industry, according to researchers Rodrigues and Martins (2018), Su (2018), Chatzipanagiotou, Christodoulides and Veloutsou (2019), Farhat, Mokhtar and Salleh, (2020) neither in past nor in worldwide. Therefore, in order to make this study valuable for all the manufacturers of ultra-high temperature milk

brands by integrating David Aaker and Kevin Lane Keller models on brand equity, researcher developed the model of this study to testify the Impact of Brand Elements and Brand Assets on Customer Based Brand Equity of UHT Milk Brands in Pakistan.

1.3 Rational

One of the biggest dilemmas of business industry in Pakistan is to develop brands effectively and managing them properly to retain and increase CBBE. This research attempts to answer influence of Brand Elements and Brand Assets of UHT milk brands of dairy industry of Pakistan on CBBE. It is a gap in existing literature as well as gap in Pakistani setting. This study has a significant contribution in theory as the study provides the Pakistani context because in this study researcher took UHT milk brands (staple convenience consumer goods) and these goods require developed infrastructure to perform well so this is an interesting thing to investigate this problem in the developing country like Pakistan. This study also highlights the gaps between developed and undeveloped or developing countries regarding staple convenience consumer goods. This research will also contribute to the theory as researcher proposed a model for testing the influence of independent variables on dependent variable with the help of mediating variable. And for this reason we conduct quantitative analysis so the purpose of this analysis is to include all the variables that describe complete statistical information regarding UHT milk brands and develop this sector by identifying vital strategies. Through this effort, organizations may find it easier to assess key factors to create positive Customer Based Brand Equity (CBBE) and establish strategies once organizations attempt to launch new milk products or manage existing products in both short-term and long-term.

1.4 Research Gap

According to the literature many researchers explain their brand equity scale and Empirical testing as well, but their base conceptualization is on the model of Aaker (1991, 1996) and Kevin Lane Keller (2003), the studies are as follows in the form of table:

Table 1.1: Research Gap

Study Name	Author/Year
“Measuring customer-based brand equity”	(Lassar, 1995)
“Developing and validating a multidimensional consumer-based brand equity scale”	(Yoo & Donthu, 2001)
“Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale”	(Washburn & Plank, Measuring brand equity: An evaluation of a consumer-based brand equity scale, 2002)
“Revenue Premium as an Outcome Measure of Brand Equity”	(Ailawadi, Revenue premium as an outcome measure of brand equity, 2003)
“Developing and validating measures of facets of customer-based brand equity”	(Netemeyer, 2004)
“Consumer-based brand equity: improving the measurement – empirical evidence”	(Pappu, 2005)
“A cross-national validation of the consumer-based brand equity scale”	(Buil, 2008)
“Home Country Image, Country Brand Equity and Consumers’ Product Preferences: An Empirical Study”	(Roth, 2008)
“A consumer-perceived consumer-based brand equity scale Measuring brand equity for logistics services”	(Guizani, 2011) (Davis, Measuring brand equity for logistics services, 2009)
“A model of customer-based brand equity and its application to multiple destinations”	(Boo, 2009)
“Customer-Based Brand Equity for Global Brands: A Multinational Approach”	(Atilgan, 2009)
“Exploring Customer-based Airline Brand Equity: Evidence from Taiwan”	(Chen & Tseng, 2010)
“Brand personality and brand equity: evidence from the sportswear industry”	(Tong, Brand personality and brand equity: evidence from the sportswear industry, 2015)
“Consumer-based brand equity measurement: lessons learned from an international study”	(Michaelidou, 2015)
“Examining the relationships among the brand equity dimensions Empirical evidence from fast fashion”	(Su, Examining the relationships among the brand equity dimensions, 2016)
“Perceptual and behavioral dimensions: measuring brand equity consumer based”	(Rodrigues & Martins, 2016)

“Empirical research on CBBE scale for medical tourism” (Bose, 2018)

“Guest-based hotel equity: scale development and validation” (El-Adly & ELSamen, 2018)

“Impact of smart phone brand experience on brand equity With mediation effect of hedonic emotions, utilitarian emotions and brand personality” (Synchronicity, 2018)

“Brand equity in a tourism destination: a case study of domestic tourists in Hoi An city, Vietnam” (Tran V. , 2019)

After conducting literature review, first research gap is identified that previous researches have not tested a combined effect of David Aaker (1991, 1996) and Kevin Lane Keller (2003) model on brand equity. As per Rodrigues and Martins (2016), Christodoulides (2015), Raza, Salleh, Tariq, Altayyar and Shaari (2020), Chatzipanagiotou, Christodoulides and Veloutsou (2019), Farhat, Mokhtar and Salleh, (2020), Abror (2019), Shahzad, Ahmad and Gul (2019), future research direction suggests creating contending models and use more and more variables so the decisions that purchasers made get simplify about the brands. Along these lines theory testing should be attempted so as to distinguish and clarify potential differences.

Second research gap identified is that there is no evidence in the literature which explains about the association among brand elements and overall brand assets (Farhat, Mokhtar, & Salleh, 2020). According to Fayrene and Lee (2011), empirical testing should be done to measure brand equity. Various components of brand equity probably have intelligent impacts. In spite of the fact that it is yet a test to create all-encompassing viewpoints in the direction of brand equity which will include full scope of all the data in question. In literature review, it has been studied that brand equity is measured in different line of product categories and in different context as well, that has been included and summarized in the form of table as follows:

Table 1.2: Previous Studies

Author Name	Product Category	Context
(Srinivasan, 1979)	Health care	USA
(Kamakura, 1993)	Detergents	USA
(Swait, 1993)	Deodorants, trainers, jeans	USA
(Park, 1994)	Tooth paste, mouth wash	USA

(Leuthesser, Brand equity: the halo effect measure, 1995)	Detergents	Austria
(Lassar, 1995)	Televisions, watches	USA
(Yoo & Donthu, 2001)	Athletic shoes, film color television sets	USA, Korea
(Vázquez, 2002)	Sports shoes	Spain
(Washburn & Plank, 2002)	Crisps, paper towels	USA
(Ailawadi, 2003)	Consumer packaged goods, groceries	USA
(Netemeyer, 2004)	Colas, tooth paste, athletic shoes, jeans	USA
(Pappu, 2005)	Cars, television	Australia
(Kocak, 2007)	Sports shoes	Turkey
(Buil, 2008)	Soft drinks, sportswear, electronics, cars	UK, Spain
(Shankar, 2008)	Insurance	USA
(Chen & Tseng, 2010)	Airline	Taiwan
(Pinar, 2014)	University	USA
(Su & Tong, 2015)	Sportswear brands	USA
(Su, 2016)	Fast fashion	USA
(Anselmsson, 2016)	Groceries and home decoration	Sweden
(Rodrigues & Martins, 2016)	Denim clothing brands	Portugal
(Yousaf, 2017)	IPL sport	India
(El-Adly & ELSamen, 2018)	Hotel	UAE
(Tran L. , 2018)	Tourism destination	Vietnam
(Shahzad A. , 2018)	Smart phone	Pakistan

Lastly, another research gap as indicated by Rodrigues and Martins (2016), Su (2016), Chatzipanagiotou, Christodoulides and Veloutsou (2019), Farhat, Mokhtar and Salleh, (2020) it could be applied to others brands and product categories from various industries in different contexts to check if the outcomes could be and ought to be generalized after testing global buyer's responses. According to researcher, there has been limited studied in the past regarding Customer Based Brand Equity (CBBE) of UHT milk category worldwide and in Pakistan. In this research, brand equity measure UHT-Milk category that has not been studied in the past neither worldwide nor in Pakistan. The reason behind taking this sector is due to Pakistan as 5th largest milk producer worldwide which is producing more than 57 billion liters of milk (Government of Pakistan, 2017-18). Zia (2007) stated in his research work that almost 97 percent of milk consumed in Pakistan is fresh and only 3 to 5 percent is processed. The main dairy product in the processed market is UHT milk. Other products account for

about 5 percent of the total processed product (Zia, Mahmood, & Ali, Dairy development in Pakistan, 2011).

According to Pakistan Economic Survey (2018-2019), the agriculture of Pakistan adds 18.5% to GDP. This also employs 38.5 percent of the labor force and considered an essential basis of foreign exchange earnings. Not only this, it also plays a part in stimulating growth in other sectors. Livestock having share of 60.54 percent in agriculture and 11.22 percent in GDP, recorded a growth of 4.00 percent. Shahzad (2017) stated that different sectors can be considered for future research and results may change if there should be an occurrence of different countries and various cultures.

1.5 Significance of the Study

This study is valuable for all the manufacturers of ultra-high temperature milk brands in Pakistan. Further this study delivers empirical results presenting the influence of brand assets along with brand elements on CBBE of UHT milk brands in Pakistan. This research is also substantial for UHT milk brands to center on established customer-based brand equity those results in the improved firm's revenues. Moreover, the proposed model of this research will help purchasers to make their best decisions towards milk brands. The study contributes to the marketing literature by explaining the mechanism where Brand Assets (brand awareness, brand association, brand perceived quality, brand image and brand loyalty) mediate the relationship of Brand Elements (brand name, brand logo, brand packaging, brand slogans and brand jingles) and Customer Based Brand Equity (CBBE) in different cities context of Pakistan.

Branding has gotten basic in the public area as brands are progressively used to impact residents' relationship with public associations and public administrations. The provision of health-safe, hygienic milk to the consumers is currently a big challenge for the policy makers and development practitioners in UHT milk industry of Pakistan. The current study gives profound comprehension to milk business and organizations for improving their limited time and advertising techniques to catch the consumers and to build their benefits.

1.6 Research Objectives

- To test the impact between brand elements and brand assets on customer based brand equity of UHT milk brands in Pakistan.

The sub-objectives of this study are:

- To test the impact of Brand Elements (Brand Name, Brand Logos, Brand Packaging, Brand Slogans and Brand Jingles) on customer based brand equity of UHT milk brands in Pakistan.
- To test the impact of overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) on Customer Based Brand Equity (CBBE) of UHT milk brands in Pakistan.
- To test the impact of Brand Elements (Brand Name, Brand Logos, Brand Packaging, Brand Slogans and Brand Jingles) and overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) of UHT milk brands in Pakistan
- To test the relationship of Brand Elements (Brand Name, Brand Logos, Brand Packaging, Brand Slogans and Brand Jingles) with the help of mediating variable, that is Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) on Customer Based Brand Equity (CBBE) of UHT milk brands in Pakistan.

1.7 Research Questions

- Do Brand Elements (Brand Name, Logos, Packaging, Slogans and Jingles) impact the Customer Based Brand Equity (CBBE) under the mediation of overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty)?

The sub-questions of this study are:

- Do Brand Elements (Brand Name, Logos, Packaging, Slogans and Jingles) affect Customer Based Brand Equity (CBBE)?
- Does overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) affect Customer Based Brand Equity (CBBE)?
- Do Brand Elements (Brand Name, Logos, Packaging, Slogans and Jingles) affect overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty)?
- Do the overall Brand Assets (Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) mediate the relationship between Brand Elements (Brand Name, Logos, Packaging, Slogans and Jingles) and Customer Based Brand Equity (CBBE)?

1.8 Delimitations

The inclusionary and exclusionary choices of leading a research study decide its delimitations (Isaac and Michael, 1995). The Scope of the current study has been outlined in the accompanying manners.

1. This study is confined to a specific setting of 5 cities of Punjab, Pakistan. As the results of this study are generated from diverse cities of Punjab, therefore, the findings can be generalized only to the cities having similar behaviour to those which are selected in this study.
2. The model of Brand Elements and Customer Based Brand Equity (CBBE) proposed in this study is bound to take response from an individual family member who understands the English better. Therefore, responses of other family members were not included in the scope of the study.
3. Only Vital Brand Elements are used in this study to investigate their impact on Customer Based Brand Equity (CBBE) because it is mainly utilized in Pakistani context.

4. The study only measures overall mediating variable (i.e. Brand Assets) rather than taking mediating variable independently (i.e. Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image and Brand Loyalty) in relation to their relevance to Brand Elements (i.e. Brand Name, Brand Logos, Brand Packaging, Brand Slogans and Brand Jingles) and Customer Based Brand Equity (CBBE).

1.9 Personal Interest in Topic

There are several reasons that I have discussed earlier about choosing Brand Elements and Brand Assets having their impact on Customer Based Brand Equity (CBBE) on UHT milk in Pakistan as my area of research. But, despite of all, one of the major reasons behind this research is my personal interest. Brand Management has been immense part of my interest from start of my professional education. I have served as a teacher for past seven years in teaching Marketing Management and Brand Management in Pakistan. I have 10 years of practical experience as a Co-founder and Managing Director of Xfinitive group. Our major business is related to launch, promote, and maintain different brands of Pakistan through printing and packaging, advertising, software development and digital marketing. Therefore, this thesis has provided me with an opportunity to reproduce on my skills and to contribute towards my profession academically as well as practically. Another reason behind taking this area as my research is to promote young entrepreneur as well as my engrossment and concern to make name in this field as successful businessman.

1.10 Conclusion

This chapter introduces research work and delivers the general viewpoint of milk industry in Pakistan. Moreover, it enlightens us regarding the extent of this study and how the overall proposal would be structured. After delivering the general viewpoint of milk industry in Pakistan, it describes the problem statement and after concluding literature review three research gaps have been identified due to which researcher has selected this topic for research. Further it tells about the significance of study that how it is valuable for all the manufacturers of ultra-high temperature milk brands in Pakistan. Then study leads to

objectives and research questions. Delimitations of the study is also discussed. Finally, several reasons are discussed by researcher about choosing Brand Elements and Brand Assets having their impact on Customer Based Brand Equity (CBBE) on UHT milk in Pakistan as area of research.

1.11 The Thesis Structure

This thesis is made out of six sections, as plot beneath.

First chapter introduces research work and delivers the general viewpoint of milk industry in Pakistan. Moreover, it informs us regarding the extent of this study and how the overall proposal would be structured.

Chapter two explains the literature review of brand assets, brand elements, Customer Based Brand Equity (CBBE) and Dairy Industry of Pakistan is included in second chapter.

Third chapter is specific about methodology, data and the tools for measuring Customer Based Brand Equity (CBBE) along with independent variable and mediating variable by using SMART PLS 3.

Fourth chapter covers the data analysis which in detail presents the conclusions drawn from data collection and by applying different techniques of research using the SPSS 21 and SMART PLS 3.

In the fifth chapter, the results of direct relationships as well as mediating relationships are attained and precisely discussed.

Last chapter is a logical outline of the entire proposal with suggestions for future research, limitations and finishing up comments based upon the discoveries of the research conducted.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

The literature about the direct relationship between brand elements and brand assets on customer based brand equity of ultra-high temperature milk brands in Pakistan is quite innovative for this study. First segments briefly explains the literature about the dairy industry of Pakistan including issues, challenges, opportunities and international comparisons to make it more competitive and better in a way that it helps in economy to grow more. Second segment explains brand assets and their components (Brand awareness, Brand association, Brand perceived quality, Brand image and Brand loyalty) the third segment explains the brand elements with their components (Brand name, Logos, Packaging, Slogans and Jingles), likewise fourth segment explains the importance of CBBE. Last segment of this chapter briefly explain linkages with the constructs of this study.

2.1 Dairy Industry of Pakistan

In Pakistan agriculture sector contributes 24 percent to GDP. It also employs 50 per cent of the labour force. It is an important cause of foreign exchange earnings. Not only this, but it also plays a part in stimulating growth in other sectors (Pakistan Bureau of Statistics, Pakistan Bureau of Statistics, Government of Pakistan, 2020). "Livestock having a share of 60.54 per cent in agriculture and 11.22 per cent in GDP, recorded a growth of 4.00 percent" (Pakistan Economic Survey of Pakistan, 2018-2019). Livestock, a major sub-sector of agriculture, includes animals like goats, buffalos and cows which are the source of milk delivering and other raw supplies for the market. Buffalos account for 68% while cattle account for 27% of milk production in total (Ashraf, Iftikhar, Shahbaz, Khan, & Luqman, 2013). According to Pakistan Economic Survey (2017-2018), Pakistan ranks five as the largest milk producer worldwide, producing more than 57 billion litres of milk.

Zia (2007) conducted analysis on milk marketing chain of Pakistan and concluded that almost 97 per cent of milk consumed in Pakistan is fresh and only 3-5 per cent is processed. The fresh milk is sold at shops or by dhodis (milkmen) (Khalid, 2008). Pakistan's

dairy industry has various brands such as Milk Pak (Nestle), Olpers (Engro Foods), Haleeb (Chaudhry Dairies), etc. These brands share both, the domestic milk and processed dairy market. They sell packaged milk (UHT and pasteurized), ghee, yoghurt, butter, flavored milk, and chocolates besides selling powdered and instant milk (Alam, Haq, & Iqbal, 2016). Ultra-high temperature milk is core dairy product in the market. Rest of the products account for about 5 per cent of the total processed product (Ali A. , Mahmood, Hussain, & Akhtar, 2011). The purpose of this review is to highlight the concerns on the subject of dairy industry of Pakistan, the challenges face by it, the opportunities lying ahead and its standing against the international dairy industry.

2.1.1 Issues of Dairy Industry of Pakistan

Pakistan is counted as the largest producers of milk worldwide; grossing its industry volume of dairy products at US\$26 billion even then local needs of consumers are not fulfilled with total production (Shahid, Shafique, & Shokat, 2012). An important cause for this shortfall is that the growth rate of milk production is less than the growth rate of the human population (Pakistan Economic Survey, 2008-2009). One of the major factors diminishing productivity is inadequate feed, in terms of both quality and quantity. Other factors that affect productivity are limited veterinary coverage, insufficient research facilities, unawareness of artificial insemination, finance shortage, inadequate infrastructure facilities, delayed puberty, higher chances of disease, etc. (Huang, Lucey, Weigel, Khatib, & Ahmad, 2012; Abbas, Ashraf, Nazir, & Sarfraz, 2013).

Low yields of milk of buffaloes in addition to cattle are significant issue in Pakistan's dairy farming. The availability of feedstuff crops is the major reason as restraining factor for milk production as it decreases by 1.6 per cent per annum (Zia & Mahmood, Dairy development in Pakistan, 2011). The dairy animals in Pakistan don't produce optimal quantities of milk due to the lack of genetic and other resources (Huang, Lucey, Weigel, Khatib, & Ahmad et al., 2012). Genetic cross-breeding could increase productivity by extending lactation periods, increasing milk production per lactation and shortening calving intervals. According to Zia (2011), a major factor that immobilizes the Pakistani dairy industry is that it has no check and balance. It allows the agents to maximize their profits however they see fit. They modify raw milk or use unhygienic practices to increase its volume. Both farmers and intermediaries meddle with milk in their own way. In the farmer's

case, they use oxytocin injections or add contaminated water to increase the volume of milk. Intermediaries are not far behind as they use adulterants like dirty water ice, washing powder, maize flour and bacterial inhibitors like penicillin.

Another aspect concerning intermediaries that affect dairy production is that most of the time they don't have cold storage facilities. It, in turn, causes 15 to 20 per cent loss of milk (Zia et al., 2011). Smallholding farmers in Pakistan constitute around 80 per cent of dairy farmers. Out of these 80 per cent, up to 43 per cent, dairy farming households keep flock of one to two animals whereas the remaining thirty seven per cent have herd sizes of 3-5 animals. These smallholding farmers represent around 90 per cent of milk production in Pakistan. Although they contribute a major portion of milk to the country, they don't progress much economically. This is due to factors like their poor marketing facilities, lack of links to the formal dairy market, etc. (Ashraf et al., 2013; Ahmad et al., 2012). Most smallholding farmers in Pakistan are situated in riverine infrastructure. This, with expensive electricity-powered FCTs in a power-deficit country, makes it difficult to transport to large urban areas where the demand for milk is high. The absence of a reliable cold chain also compels the private sector processors to invest in producing UHT milk instead of affordable pasteurized milk (Zia et al., 2011).

Changes in seasons affect the supply, quality as well as the prices of milk. In May-June demand-supply gap widens as the production of milk drops by 55 per cent and demand increases by 60 per cent resulting in a price increase. Not only are the prices high due to a shortage of milk but the quality is low as well. In contrast to this, the supply of milk is abundant in December (PDDC, 2006). Economic Survey of Pakistan (2010-2011), one of the notable things that affected the dairy animals was due to flood in 2010 causing a loss of 0.3 per cent of the already precious merchandise. The livestock sector was affected adversely after 9/11 as the government failed to control the rate at which the livestock was being exported to Afghanistan, Iran and the Gulf state. This all led to a further shortage of livestock to meet the foreign demand (Shahid & Bashir, 2012).

2.1.2 Challenges for Dairy Industry of Pakistan

A major challenge is the development approach taken by the government regarding the projects aiming to increase the productivity of the dairy sector. Ignoring the whole supply

chain entirely and solely focusing on ways to increase on-farm feeds would not stimulate growth. There needs to be a focus on other aspects of the supply chain like the development of a local feed industry to prompt further production (Zia et al., 2011).

The import of milk powders and whey powders at low prices has played a major role in disrupting the dairy farmers. The absence of high tariff duties has doubled the imports of these powders from 2013 to 2016. In 2016, Pakistan spent over 175 million dollars in importing these powders. Dairy processors have started to rely heavily on these tea whiteners to replace locally produced fresh milk. Not only this, but these powders are being used in loose milk as well which is leading to malnutrition. It has triggered the dairy farming sector to go in a downward spiral and caused rural unemployment. Although Pakistan has one of the largest animal population and huge milk production, these imports indicate that there exists some manipulation in the value chain leading to economic loss for producers as well as consumers. Like India and Turkey, the Pakistani government should consider imposing heavier duties on these imports as the recent increase through the Finance Act 2016-2017 to 45 per cent is still not enough to develop the local dairy sector.

The implementation of improper taxes on imports and the abolition of zero-tax regimes have resulted in increased prices of high-quality packaged local products. Dairy products have been classified as exempt from zero-rated through Finance Act 2016-2017 which had led to a further increase in production costs. The dairy processors cannot claim tax refunds anymore and have to book an additional sales tax expense. This has dissuaded the loose milk sector from becoming a part of the formal dairy sector and has led to lower profitability and a decline in investments. The government's sales tax implementation on the locally manufactured pure milk powder is yet another challenge that the dairy industry is facing. This tax imposition has drastically increased the prices of high-quality milk and milk-based products. It has not only lowered profitability but has impacted the investments in the sector. With a lack of investments for the cool chain infrastructure and milk farming communities, the already small formal dairy sector would gradually deindustrialize. There needs to be a reform in policies to encourage the conversion of unprocessed milk sector into the formal dairy sector and to encourage investments.

Many of the essential items used in dairy farming are imported and the increase in duties over recent years has led the production costs to increase drastically. This drastic

increase in costs has decreased profitability as the sale prices have not followed this upward trend with the same percentage. This has led some farmers to close down their farms and has stumped the growth rate for the dairy sector. The government needs to review its policies regarding duties and taxes on feed items, livestock equipment, etc. to lift off the unnecessary burden from the dairy farmers. Otherwise, it will be a threat to commercial viability of dairy sector and claim the livelihoods of millions of farmers. The government policies with regards to the price capping only on the sale prices of milk but not on the inputs supplied to dairy farmers have also challenged the commercial viability of the dairy sector as a whole. Additionally, the absence of quality and demand-driven mechanism has contributed to the low quality of dairy products.

The inflow of different qualities of milk powders from various countries has caused industrial milk consumers and milk traders in the market to replace milk fat with vegetable oil and sell it as a replacement of fresh milk bought from farmers. Consumer's inability to differentiate between milk and non-milk products also does not help the case as they are happily coaxed into the manipulative marketing of industry to buy the inferior quality products they consider milk. This lack of awareness has been fully exploited by the dairy industry to increase the share of non-milk products. Although, there have been initiatives taken by the government in form of awareness programs by Punjab Livestock & Dairy Development Department, Punjab Food Authority and University of Veterinary & Animal Sciences Lahore to educate consumers on how to differentiate dairy and non-dairy products which have decreased sales of these non-milk products. Still, the government needs to continue to work towards educating consumers about quality dairy products (Comtrade, 2018).

Lack of specialized dairy-specific staff has acted as a barrier to the development of dairy efficiency in Pakistan. Historically, general agricultural workers have been active in the dairy sector but no specialists have been hired. Resultantly, the farmer meetings fail to provide the necessary specialist knowledge in regards to dairy. The gap between progressive and traditional farmers has been increasing and be able to bridge with the help of an operative and efficient dairy extension. It can only happen by educating dairy farmers from dairy extension, research and scholastic institutes. The research departments should present their research to farmers in their regional languages to make it easy for them to understand. The

government needs to train personnel properly in specialist dairy knowledge so they are able to act as an interface between practical application and research (Ahmad et al., 2012).

Another challenge for the dairy industry is that there is limited data access on demand, markets, dairy production, occupation, etc. and when records is somehow available, it cannot be validated or cross-referenced. In the absence of authentic and complete information, investors, donors and policymakers are left helpless and cannot make effective decisions. The Pakistani government has a lack of financial and human resources needed to enforce laws and ensure quality control over the widely spread marketing chain and fragmented farm base (Zia et al., 2011).

2.1.3 Opportunities That Lie Ahead

There are many lucrative chances for the government, donors and the private sector. According to the sixth Population and Housing Census of Pakistan in 2017, Pakistan's population is increasing at a rate of 2.4 per cent per annum. By 2030, fifty per cent inhabitants of Pakistan is estimated to live in cities (UNFPA, 2007). This high rate of suburbanization combined with a rise in population will lead to increased demand for dairy (Zia et al., 2011). With this in mind, dairy farmers and extension professionals in Pakistan need to be aware of the principal factors bringing about changes in future in order to plan. Some of the principal factors of future change for the Pakistani dairy industry are animal feed, milk quality and markets, animal breeding/genetics, and building capacity through dairy extension (Ahmad et al., 2012). The private sector can cash this opportunity by efficiently investing in the dairy sector and effectively maximizing their return on investments.

The rise in demand has encouraged intensive farming and increased demand for feed and veterinary services. The government and the donors can invest in these to employ the masses. In 2011, there was only an estimate of 5000 veterinarians to 53.9 million dairy animals. The under-saturated market and development of processing sector present many opportunities for newly trained professionals specializing in livestock production and dairy technology (Zia et al., 2011). Government of Pakistan has allowed the import of semen, embryos and high yielding animals for improving indigenous dairy animals genetically. It has also allowed the import of high-quality feed to improve the nutritional quality of animals. Not only has this but the reduced duties on livestock machinery provided an opportunity for

the industry to flourish. In order to stimulate growth in the dairy sector, the government is providing support to small and marginalized farmers and promoting small scale innovative technologies.

Pakistan Economic Survey (2017-2018) stated that Pak-China cooperation depicts a great future for the agriculture of Pakistan. CPEC would promote livestock breeding, production of dried milk along with high value-added dairy products as well as provide education and research in the field of agriculture. Under CPEC, Pakistan would export dairy to China and other countries with the aim to increase its share in the international market. With more focus on dairy, an inflow of private investments is expected. Pakistan is still a long way from utilizing the potential of its dairy sector to the maximum. There still lie opportunities to invest in breed improvement programs and increase the productivity of animals (Zia et al., 2011).

2.1.4 Comparison with International Dairy Sector

Pakistan had 5 billion animals producing 35 billion litres milk annually while the US had 3.4 billion animals producing 94.5 billion litres of milk. It shows a great difference in the productivity of dairy animals of Pakistan as compared to the dairy animals in the US (Shahid et al., 2012). Aslam (2012) stated that the annual yield of cow and buffalo in Pakistan is better than the other Asian countries like Nepal, Sri Lanka, Bangladesh and India which have comparable climatic conditions. Regardless of the fact that Pakistani breeds have three times the dairy animals than that of Germany, milk yield of Pakistani animals is five times less. New Zealand's yield is three times greater than Pakistan's (Garcia, Mahmood, & Hemme, 2003). This shows a loss in potential economic value (Shahid et al., 2012). The dairy animals in Pakistan don't produce optimal quantities of milk is because of the lack of hereditary and other resources according to According to Economic Survey of Pakistan (2007-2008).

Major factors diminishing productivity is inadequate feed, limited veterinary coverage, insufficient research facilities, inadequate infrastructure facilities, delayed puberty, higher chances of disease, etc. (Ahmad et al., 2012). In the world, Pakistan is considered among the countries with the lowest milk prices in the world. Its low milk to feed price ratio depicts an unfavourable situation for the dairy industry as compared to that of India's intermediate milk to feed price ratio (GOP, 2018-2019).

2.1.5 Conclusion

After going through all the issues, the challenges, growth opportunities available and how Pakistan's dairy industry stands against the international one, conclusion drawn is dairy industry has growth prospective and should be given the due care it requires. The major issue stumping its growth is the low productivity of dairy animals caused by things like inadequate feed, lack of national breed improvement programs, inadequate infrastructure etc. Moreover, implementation of improper policies by the government has made it harder for the local dairy sector to truly shine and reach its true potential. Despite these issues, there is still hope for Pakistan's dairy industry because of CPEC, high rate of urbanization, etc. so Pakistan needs to introduce better policies, ensure quality control, build its infrastructure, and focus on methods to improve the productivity of dairy animals.

2.1.6 Underpinning Theory

The theory of planned behaviour is used as underpinning theory in this research study. It is an approach provided by Ajzen (1991, 2005, 2012) to understand consumer making decision. Rather than depending on the general assessment or utility of an item or administration, this hypothesis centres around the particular customer behavior of interest. Examples in the domain of milk consumption are “brand satisfies my basic need of product compared to other brands in category”, “I usually use this brand (x) as my first choice in comparison with the other brand” and “satisfies my basic need of product compared to other brands in category”. The objective of the theory of planned behavior (TPB) is to give a far reaching structure to understanding the determinants of such behaviors.

First depicted in 1985, Ajzen (1985), the TPB is today one of the most mainstream social-mental models for comprehension and anticipating human behavior. Quickly, in the TPB, the prompt forerunner of a specific behavior is the "intention" to play out the behavior being referred to. This intention is thought to be dictated by three sorts of contemplations or beliefs. The first is named "behavioral beliefs" and alludes to the apparent positive or negative results of playing out the behavior and the abstract qualities or assessments of these outcomes. In their total, behavioral beliefs that are promptly available in memory lead to the arrangement of a positive or negative "disposition toward the behavior". A second sort of thought has to do with the apparent desires and behaviors of significant referent people or

gatherings, joined with the individual's inspiration to consent to the referents being referred to. These contemplations are named regulating beliefs, and the regularizing beliefs that are promptly available in memory consolidate to create an apparent prevalent burden or abstract standard as for playing out the behavior. The third kind of thought, control beliefs, is worried about the apparent presence of components that can impact an individual's capacity to play out the behavior. Along with the apparent intensity of these elements to encourage or meddle with behavioral execution, promptly available control beliefs produce a specific degree of behavioral control corresponding to the behavior.

When in doubt, the more ideal the mentality and emotional standard concerning taking part in the behavior, and the more noteworthy the apparent control, the more probable it is that an individual will frame an intention to play out the behavior being referred to. At long last, intentions are required to prompt execution of the behavior to the extent that individuals are indeed equipped for doing as such, i.e., to the extent that they have real power over the behavior. Genuine behavioral control is in this way expected to direct the impact of intention on behavior. In any case, in numerous uses of the TPB, it would be troublesome or difficult to distinguish all the elements that impact real power over execution of the behavior.

As our research is to analyse consumer behaviour and we have measured it through CBBE which is an empowerment of a consumer's buying behaviour and attitude toward his or her favourite brand and his attitude of a customer can be a great success of that brand.

From the viewpoint of the TPB, every elective alternative comprises an alternate behavior. Following this perspective, we have seen the impact of brand elements and brand assets on CBBE of UHT milk brands of Pakistan by analysing the behaviour of UHT milk consumers that how they behave when they have alternative options of UHT milk to consume based on their judgments, feelings, salience, imagery and resonance about specific brand they are satisfied with.

TPB permits us to directly measure the considerations that guide consumer decisions. With the help of theory of planned behaviour, we explained customer behaviour towards specific milk brand consumption.

2.2 Brand Elements

Now, the consumers always select their most familiar, favourable and famous brand items or some similar favourite brand items just because of the rising trend of the competition for the brand consciousness among people especially in new generation. Therefore in order to compete with competitors and other businesses, the business organizations are producing loving characters in their brand names for attracting the consumer's mind. When studying the local and international or global business, every organization may like to know that their objectives of businesses are just to increase their entire profits through good sales as well as increase their customers or clients. For this intention the firms always in effort to encourage the consumers to purchase their services and their products in which they differentiate their services and product through their brand name, brand logo, organizational slogan and their packaging. The researcher reviewed the related research literature which was conducted in the past regarding the five integral elements; Brand name, Brand Logo, Organizational slogan, Product packaging and Jingles to comprehend the research subject of the current paper researcher felt to give the comprehensive detail and good understanding of the associated background of the research study (Gustafson & Chabot, 2007).

Choosing a brand name and then putting a slogan for the brand name is to develop an image to stick in the customers' mind and then creating the Jingles are an effective adjunct to prompting their brand's advertising especially upon the selection of the logo and brand for the specific organization as well as its product. The organization which is failed to produce or create the connectivity between their brand and the consumers as a clever and attractive and mind catchy logo and firm's brand image in the consumer's mind that might easy memorable and sticky for consumers cannot get the appropriate results and then they might get it all with quite well attractive jingles for the same and get the success sometimes and then through these accompanying words their company can be associated for a long time with most of their consumers as long as their lovers and listeners are done to disclose this jingle many times and remember these words in their mind (Aaker, 1990).

Alnsour and Subbah (2018) conducted a research on Jordanian companies by adopting quantitative study. They found positive association amongst brand elements along

with equity of brand. A major impact among all independent variables was of brand logo which means that corporations must design the logo in a way that it attracts a large number of customers. Further they concluded that brand equity can be upturn if Jordan corporations pay attention to brand elements. Point of another paper was to talk about brand elements. They investigated commitment to BE in view of few applicable research audits along with a few instances of renown brands where brand components played a good job to influence head of consumers. Author used differentiate approach of brand elements because according to them brand elements are the reasons that help customers to recall and identify the brand. What interesting in their research was that brand elements either strong or weak can help in increasing brand equity of any brand (Farhana, 2012).

Likewise, study has been conducted for determining the relationship between brand elements and brand equity for Sony Corporation. Mathew and Panicker (2019) stated in their research that in order to maximize the sales and profits for long term, management must consider the contribution and role of brand equity. Further, the data collection was made through followers of Sony Corporation on social media. As market is expanding worldwide, competition for brands are becoming tough therefore they concluded that logo, packaging, brand name and tagline of brand have significant effect on CBBE as well as reason behind increasing BE of Sony Corporation. Another research paper was done to analyse association among brand elements along with brand equity in sportswear industry. Brand personality taken as brand element. Brand personality framework developed by Aaker were adopted and data was collected from college students. Out of seven personality measurements, authors concluded that attractiveness, innovation, competence and sincerity are significant brand elements raising brand equity of sportswear (Su & Tong, Brand personality and brand equity: evidence from the sportswear industry, 2015).

Similarly, influence of brand element was analysed on consumer-based brand equity through facebook. Brand communication was considered as brand element. The target industries were clothing industry, beverages in addition to mobile network industry. Structure equation model technique was adopted. In conclusion, researchers concluded that results showed the social media brand communication has significant impact on customer-based brand equity (Schivinski & Dabrowski, 2015).

Promotion of the products through various marketing tools increases the visibility of the products. One of the tool for the promotion organizations are using named as sponsorship. Another tool organizations are using is tool branding their products. Some of techniques are associated with the specific logos which make mark in customer's mind, also some specific character on logo that may customer remind for longer period. Many sponsor use brands to increase the visibility of their specific product and increase buyers for the products. This analysis in three classifications shows that immediate marking frequently delivers higher brand review than backhanded marking without trading off promoting amiability. There is, in any case, an unmistakable picture-predominance impact, whereby picture components (logos, spokes-characters) reliably evoke higher brand review than content components (mottos). The discoveries feature that promoters need not be hesitant to get out the brand name inspired by a paranoid fear of losing consideration because of an unappealing advertisement, since purchasers don't seem to penalise publicizing with direct branding, nor do they reward promoting with indirect branding (Hartnett, Romaniuk, & Kennedy, 2016).

Milk and milk items speak to one of the most significant segments of an even eating regimen. The normal utilization of milk in 2017 in Slovakia was around 176 kg for every capita. Since the utilization of milk and milk items is commonly viewed as significant for human wellbeing, it is likewise critical to persuade buyers to purchase these items. This paper has chosen mental components that impact buyer conduct when purchasing milk and milk items. We concentrated on 180 youthful shoppers (20-45 years of age) who have a place with the age Y and we considered the convincing intensity of chose apparatuses of showcasing correspondence (for the most part visual angles like shading, highlights of logos, by and large look of bundles, and so on.) for milk. A few strategies for mental and showcasing research were utilized in the investigation. It was discovered that character attributes and the disposition structure of purchasers impact their decisions in the milk item showcase. Bundles and logos of milk items are solid persuaders in the event that they are related with the offered items (Rybanská, Nagyová, & Tkáč, 2019).

This examination explored how it effect and increase the brand elements while making brand even-handedness of Jordanian companies. While number of huge advancement in branding all around and its job in expanding the equity of the organizations, a fast review of past research shows that there are still a few holes in look into identified with brand component also how its effect on making brand equity also branding for particularly

organization of Jordanian setup. Most primary point for exploration organization had for answering various inquiries: That how it effect of brand of different component: including brand names, brand URL's, brand's Logo also symbols of brands, different Characters for the brand name, brand's slogans, various jingles for brand and also brand's Signage and most importantly brand packaging for brand component's ? If this is true, how much these elements present the significant effect on brand equity? A quantitative strategy and methodology now embraced for its exploration. While a poll has been created and controlled for gathering information as for example. Total 160 surveys have been appropriated utilizing bunch examining technique to the promoting officials of the organizations that showed up in the example, (138) recovered and (131) were acknowledged for examination. Information investigation occurred to look at the examination factors and test theory utilizing the Software to compute data named (SPSS). In wake for directing the investigation of study information and theories, the examination found that Jordanian partnerships most much of the time utilized , brand URL's, brand's Logo also symbols of brands, different Characters for the brand name, brand's slogans, various jingles for brand and also brand's Signage and most importantly brand packaging for brand component's. On basis of the discoveries, so suggested for all of Jordanian companies consider branding and brand component because of the progressive impact that have been reflected on brand equity (Alnsour & Labib, 2018).

2.2.1 Brand Name

The brand name has a large variety for its utilization with regard to the successful business activity, products of an organization and an individual in current dynamic and energetic business market place in which their business messages and their distribution of products are no longer narrow for the electronic media, social media as well as an active print media is working there. Rekom (1997) explaining about corporate identity has written that no doubt there is more use of the online media in the world wide and almost all type of consumers are publisher their self on the social media for the products in which they are using and active for promoting their own favourite branded product. Every one brand name is going in the competition for the consumer's attention and time—current resources which are inadequate—to build the most significant relation between their brand and their targeted consumer and audiences as well.

The brand name in corporate sector always refers to the essentials which build an enterprise to dissimilar from other associates and let it to be a well-known and popular in which consumers can be recognize and describe the value of their product or services through remembering and with relation to the same (Rekom, 1997). The brand can be understood as an firm's identity which represent the actual quality and its product's features as well in which make the product distinct from other product or in term of the firm's product or services and their emotional entities associated with this name for ease of its users or follower as well for the intangible customers have their interest with these services. Putting a name of brand on the product of a firm when they make some specific descriptive features in their product which make different from other products in the market for their specific customers and it also describe the users that true meaning of the brand or users know that what this firm stand for this brand in term of representing its features, quality standards, value or price range, its design and other elements (Jay & Naslund, 2011).

However, according to the authors, Jun and Lee (2007), there are many definitions with regard to making the brand name in corporate sector for increasing the organizational profits and getting good recognition in the market by creating some uniqueness in the product through brand name which actually represent the insight features and characters of the product as well, especially among the organization and its consumers (Jun & Lee, 2007). While the different peoples who like their own brands, define the brand name of the corporate sector as an arrangement of the image of fundamentals such as the name of an organization and its logo image and according to the view of scholars, this can be a superior degree of concept that always consists the business strategy of an organization, the insight culture of the concern corporate and their internal and external communication among the employee of the firm and their entire consumers as well (Melewar & Jenkins, 2002; Alessandri, 2001).

This research makes and tests a determined model of the effects of name for store, different name for brands names also value limits for customers' assessments (that include name of store and brand's picture also brand's quality observations, interior positional costs and value the recognitions) and buy expectations. This also presents directing impressions of purchaser data also earlier ownership on the anticipated connections for model that likewise inspected. A supply's apparent picture was impacted by BN along with product's nature. The study concluded a solid association between all variables and in regards with specific influence of BN, consumers well aware of brand information are more affected by BN

contrary to those consumers having low key information (Grewal, Krishnan, Baker, & Borin, 1998).

In two investigations, with an aggregate of 56 ladies and 11 men, the creators inspected whether G. Mandler's (1982) pattern congruity hypothesis would clarify understudies' assessments of new items purportedly presented by organizations with set up brand names that were harmonious, reasonably unrelated, or incredibly unrelated in relationship to the item. Unsurprising with this speculation, results exhibited that things related with nicely incongruent brand names were supported in excess of ones that were connected with incredibly random brand names. Results suggest that this finding may be interceded by understudies' more imperative elaboration of the random brand name and related information and by the route toward settling separation (Meyers-Levy, Louie, and Curren, 1994). In spite of the fact that examination related with branding's impact on customer conduct has expanded as of late, most by far of this work has focussed on substantial products instead of immaterial administrations. Focusses on branding and brand name methodologies for elusive administrations. Builds up an order framework for administration brand names and depicts an investigation which investigates how much these various methodologies are utilized by various kinds of administrations (Turley & Moore, 1995).

Marketing scholars embrace that the drawn out accomplishment of a brand is dependent on best possible determination and operationalization of brand significance before advertise section. All things considered, earlier research has not tended to how to structure numerous branding components that together can pass on predictable brand meaning. Aftereffects of the primary examination bolster a connection between attributes of the brand name (e.g., front versus back vowels) and the brand imprint's size, shape, and shading. The subsequent examination found that brands with marks that are steady in plan with the brand name better convey planned brand meaning. A significant ramification is that an appropriately operationalized brand may require less showcasing uses to make brand picture (Klink, 2003).

The motivation behind the current examination was to research the connection between brand names and customers' perceived risk. Speculations managed whether the nearness of an item's brand name influences customers' apparent hazard towards shopping on

the web; regardless of whether the commonality with a brand name impacts purchasers' apparent hazard; and whether online customers and non-shoppers see chance towards shopping on the web in an unexpected way. Results show that the nearness or nonattendance of an item's brand name influences online customers' apparent risk, yet the other way to that normal. There was no noteworthy contrast between online customers' apparent hazard vis-à-vis brand nature; be that as it may, online customers had lower seen chance than non-shoppers. Suggestions and confinements are examined and proposals for future research are given (Huang, Schrank, & Dubinsky, 2006).

In the brand value writing, tiny consideration has been paid to looking at the job of item and brand name traits in getting differential favourable circumstances. This work presents a structure for investigation dependent on the advantages of these properties as brought about by purchasers. Two sorts of advantages are distinguished in the two characteristics – useful and emblematic advantages – and the components of every one of these advantages are indicated (Rio, Vazquez, & Iglesias, 2001).

The estimation of value for a help item is extremely troublesome and purchasers need to depend vigorously on the brand name notoriety of the provider. This paper analysed whether the brand name notoriety of bookkeeping firms, who supply review administrations, acquire premium review charges. The example information utilizes bookkeeping firms who exchanged brand names and the impact of this switch on review expenses is broke down. The outcomes demonstrate that the repositioning of brand to that of a high distinction name prompts higher review expense income. Brand name notoriety seems, by all accounts, to be significant in the arrangement of review administrations (Firth, 1993).

This article presents and investigates the idea of brand name carving. Brand name carving is the way toward making and fortifying the brand name hub in the brand memory organize through brand name introduction. Brand name engraving at once before the introduction of explicit brand data is set to improve the maintenance of that data by reinforcing association among BN along with brand data. Impact was proposed to be programmed and autonomous of other realized intends to reinforce memory affiliations (e.g., level of consideration and psychological elaboration). This exploration likewise suggests that brand names with impartial importance better encourage the engraving impact, since they don't convey perceptual things that can meddle with the formation of new brand name–data

affiliations. A trial including brand name engraving and the learning of brand data underpins these declarations. Suggestions for correspondence methodology and brand name determination are examined (Baker, 2003).

Consumer loyalty is a significant factor for organizations for happening and enduring. Brand understanding and BN affect information and delight after the deal. This examination plans to decide the connection between brand understanding (social and scholarly measurements) and BN factors by consumer loyalty. For conducting this research, target population was 300 undergraduate students enrolled in two different faculties at Trakya University. Two eatery brand options were given to select and results showed a significant association among measurement of BN and understanding with consumer loyalty (Özer & Çavuşgil Köse, 2013).

2.2.2 Brand Logo

The western term for a Greek word “Logo” has a significance rhetoric psychology and philosophy along with the business touch which has the meanings such like "symbol", “opinion”, "recommended", "graphic mark", "sign of attraction", "cause", “icon”, “specific image”, “picture” which is generally used by the commercial organizations for their business purposes and for others even by an individual for promoting the related things and developing the specific recognition of anything for the public (Long, 1999) but it turns into a most technical terminology of philosophy and started by those, who already been experienced of using this word in their business and the rules of the utilization of significant knowledge and information regarding the word “Logo”, especially for their business activities and other purposes later such as religious purpose, political purpose and even for the public welfare as well (Rahe, 1994). Philo (1999) stated that the corporate brand logo basically represents the primary logic and a detailed argument and properties of the associated organization are behind this image and the logo always lead to persuade the targeted consumers through using the most important evidence and logical basic knowledge and information.

In 19th century a French printing organization named Rouchon which was start the process of lithographic along with the visual arts through some innovators like Joseph Morse from USA, Frederick Walker from UK and French Jules from France-developed an educational way which could figure out the bright sections for developing the flat and mix

colour metaphors and images with regard to the commercial advertisement along with colourful and playful books for children, reliable newspapers and informal reviews that created their own images and logos for their audiences and consumers (Baker, 1946). When there was decrease in their cost of printing, the percentage of educated persons was increased rapidly along with the change in style of their visual images, the Victorian ornamental fun led to another extension of imaginary style which called logo in the business revolution.

In the start of the 19th century, there was the revolution of western public in the industry level when the western conversion trend started from agriculturists to industrialists, commercial level lithography, photography for business purposes and painting fun contributed towards the detonation and rising the industrial advertisements style which incorporated the imaginary system, typography and logo marking together, the researcher O'Connor (2011), also disclosed that the recent designing of the logo was started in middle of 19th century with regard to the initial conceptual logo design. In the century of twenty first, many commercial organizations, their services, their products and brand names along with other entity was using the logo image and resulting very less numbers of ideograms and logo images were acceptable for the public which had no name or no image or logo as well. Logo can be made more effective by adding name of company over distinctive designs by using different colors and letters (Henderson & Cote, 1998).

Another exploration studied design of brands and its influence which included brand logo as one of the dimension. Researchers included different brands to determine the brand preference of consumers keeping in account brand logo as a dimension of design. They found out significant relationship between brand logo and consumer preferences while making purchase for a particular brand (Lieven , Grohmann, Herrmann, Landwehr, & Tilburg, 2015).

Impressive logos always play part in creating equity and awareness for brands. This statement was empirically tested by some researchers on sixty eight logos of brands and they concluded that brands who have designed complex logos gained more brand recognition as compare to brands who have designed simple logos (Grinsven & Das, 2014). Another research was conducted on how logos convey the values of companies to customers and second goal was to check the impact continuous changes in logo design on consumer's perception. According to empirical findings, logos convey the values and high degree of

change in brand logos can affect consumers in remembering the logo and likewise affects the brand recognition (Hooft, 2015).

Another paper tends to the connection flanked by brand logo evenness and derivations of product design. By depending on the hypothetical ideas of purchaser self-congruity and overflow impacts, we recommend that brand logo affiliations ought to be in compatibility with the buyer's self-idea to positively affect logo liking and, therefore, on item structure inductions. Shoppers will in general partner asymmetry, not evenness, with contrast their own self-idea and these apparent affiliations. Because of self-congruity impacts, buyers have higher inclinations for a brand logo if the brand logo's affiliations coordinate their own self-idea. In light of their logo loving, customers can make disposition based item plan surmising. The effect on item plan inductions shifts concerning the elements of item structure. All the more explicitly, the discoveries exhibit that construed item feel and imagery are, indeed, more firmly influenced in contrast with surmised item usefulness (Bettels & Wiedmann, 2019).

Similarly one of the research papers planned to concentrate how logo structure qualities impact purchaser reaction. In light of an inside and out writing audit on purchaser reactions to logo plan, the writers remembered for this exploration one key element of logo structure, to be specific, naturalness and examined the impact of the various sorts of common logo structures on affective response. Results showed that naturalness is a fundamental logo plan component which altogether impacts customer affective responses to the logo and that regular logos are unmistakably wanted to extract logos. Furthermore, this examination demonstrates that, inside normal logos, natural structures are preferred over social plans (Machado, Carvalho, & Torres, 2015). The literature generally recognizes visual correspondence as a logo as a potential showcasing apparatus for gaining attention of consumers. Concentrating solely on logos, this examination utilized the Haitian Destination Marketing Organization (DMO) logo as a contextual investigation to clarify how the selection of shades of a logo can profit by statistical surveying techniques. Fundamentally, the investigation built up a systematic structure and added to the collection of meta-writing in the travel industry showcasing research. The consequences of the exploration influence current promoting rehearses in the travel industry, since firms apparently ignore some significant components when building up another logo. This circumstance is the situation of

the Haitian DMO and perhaps different DMOs on the planet (S raphin, Ambaye, Gowreesunkar, & Bonnardel, 2016).

Another examination utilized four trials to investigate how advertisers may expand brand broadness and improve brand augmentation perspectives by removing the edge from a logo. A logo outline is theorized to make a psychological limit that directs the extension to which items have a place. Removing the logo outline subsequently liberates the brand from such limited limits and empowers buyers' social affiliations. Study 1 researched the system fundamental the effect of the logo outline on social and thing explicit elaborations. An open logo energized members' use of social elaborations, while a confined logo fortified members' use of thing explicit elaborations. Study 2 exhibited that members related more extensive item portfolios with a brand that had an open logo than an encircled logo. Moreover, Study 3 utilized a brand augmentation situation to help that evacuating the logo outline improved buyers' perspectives toward another expansion. Study 4 delineated that the apparent separation intervened the logo outline impact on expansion perspectives as recommended by the Category Adjustment model. These discoveries exhibit those advertisers could use brand recognition through an effectively controlled plan highlight, the logo outline (Chen & Ti Bei, 2018).

One of the research additionally investigate and explain the jobs of visual plan components in brand logos and their capacity to affect brand gender discernments and found out the significant relationship between them (Browne, 2018). Solid brands are quickly spreading into a globalized society and getting known to numerous individuals. Components, for example, name, realistic portrayal, images and descriptions utilized are the most significant highlights of a brand. They separate the brands and draw in buyers along these lines strongly affecting their purchasing choice. That is the reason investigating shopper discernment about brand logo is of pivotal significance to associations. This examination offers instances of various brands delineating how ground-breaking a decent logo is. The outcomes uncover the significance of types and brand logo structure and the intensity of these components to impact buyers' choices and feelings (Maria, 2019).

Likewise, one of the paper meant to build up a test worldview to survey impacts of degrees of logo change on logo handling pace to give unbending trial of the impacts of externalized degrees of logo changes and to see how degrees of logo change cooperate with

customer and economic situations. Generous logo changes harmed processing pace of exceptionally brand conscious customers specifically. Moreover, considerable logo changes diminished handling speed, which was repaid by rehashed presentation to the redesigned brand logo (Grinsven & Das, 2015). Another examination has endeavoured to recognize the impact of the customer attitude towards the brand logos for specific brand. Empirical study was conducted through 127 individuals. Inside the extent of the investigation, two clothing brands which were well known in the Turkish market have been talked about. One of this was utilizing logos and the other utilizing badges. Correlation analysis has been utilized to recognize the connection between the mentalities of buyers towards the logos and badges of brands and found out that logos have more impact on brand preference of consumers as compare to badges (Denecli, 2015).

A research study was conducted to see impact of brand logos on children related to food marketing. Target population was children falling in age bracket of 3-13 years in a South Indian town. Results showed that children who belonged to higher socioeconomic groups tends to have more sense about brand logos and this recognition of brand logos gave them exposure to the food market in this particular region (Ueda, Viedma, J, & Marrone, 2012). Some of the researchers conducted study on irrational evaluation of logos by consumers. Multiple regression analysis was used to analyse the data and findings showed the positive impact between both variables by this non-traditional approach which help brands to know how to make a place in market (Wang Y. , 2012).

Another examination by Park, Andreas and Pol (2013) reflects beneficial aftermaths of brand's logos for the customer brand responsibility also much organization executes not only from sanctioning brand recognizable resilient yet essentially from reassuring customer self-personality or also expressiveness, presenting to a brand's useful benefits, and reflecting stylish intrigue. This data inspects that brand titles or graphical phantasmagorias as logos are progressively compelling at production all of these benefits leads. Whether the effect of the three previously mentioned brand logo benefits on consumer brand concern also a firm performance will be reliant on the degree to what organization will be going to use for image (for instance utilizes brand augmentations to several element arrangements).

Review and recognition are two significant perspectives when one discussed about publicizing and purchasers mindfulness towards the brands. This investigation has for the

most part been centred on the brand logos and its significance for purchasers. Does a brand's logo truly assume a job of separating a brand from another and how well it gets related with the purchaser? Questions like these are all around replied in this exploration. 250 respondents from the biggest city of Pakistan for example Karachi were selected over a survey on 18 brand logos. Education and age are the focal point of this investigation foreseeing the review and acknowledgment of the brand logos. Customer conduct involves varieties towards determination of brand and the adjustment in conduct is for the most part because of brand review and not acknowledgment, which was found by testing the factors through various direct relapses. It was important to find that aside from gender, there is no affiliation found between acknowledgment of brand images and the said factors. Age has positive effect on review of brand logos and education has negative effect on review of brand logos. Besides, gender assumes no job in foreseeing the review and yet by one way or another related with acknowledgment of brand logos (Imtiaz & Akif, 2012).

This examination looks at how advertisers can capitalize their image's remaining in the commercial center through vital logo situation on their bundling. After empirical analysis, researchers find that purchasers incline toward incredible number of brands those are more when consumer use brand's logo is included extraordinary as they lean toward fewer amazing varieties more as if the BL is highlighted low contrary to high BL on packaging of brand. From the findings, the researchers at a point exhibit a significant limit condition by changing an individual's condition of capacity. The outcomes show once and in what way advertisers can profit by shoppers' inactive connection concluded design of package (Sundar & Noseworthy, 2014).

Understanding packaging of items of customer goods, particularly the nourishment and drink classification, keeps on being imperatively significant as increasingly more item choices flourish. Consequently, the current research investigates the job of brand logo area on purchasers' impression of an item. We try to comprehend the effect of brand logo areas in two special investigations. Study 1 looks at impacts of brand logo area and positive and negative item descriptors on buyer response time. The discoveries propose that buyers assess positive words all the more immediately when they are situated higher; anyway there is no critical contrast for negative words. Study 2 looks to build the authenticity by presenting items in an online situation into the examination and changing the factors under investigation. The outcomes propose that buy goals and eagerness to suggest an item are impacted by the brand

logo area, because of the circuitous impact of apparent quality. In this manner, brands that can situate the brand logo higher on the packaging, paying little mind to mark recognition, are probably going to have progressively positive observations (Dong & Gleim, 2018).

There are number of data processed through research which eventually presents how it effect brand elements such as animated logos on responses of customers. Results showed significant relationship between both variables (Brasel & Hagtvedt, 2015). Regardless of the conceivably significant job of as symbol of various brands as specialized tools, not much research has analysed that in what way brand names ought to chosen also portrayed as codes to accomplish explicit correspondence destinations. This study controlled a few hypothetically and authoritatively pertinent measurements as per choice of brand's identity and names and also their delineation for symbols and signs. In particular, acknowledgment memory was most noteworthy when BN was delineated pictorially (MacInnis, Deborah, & Stewart, 1999).

2.2.3 Corporate Slogan

At the initial look, the definition of the word "slogan" is described in many ways by the researchers and authors as stated in below and according to the author Artemas (1917), the corporate slogan can be understood as human mind catchy and simple phrase consisting the firm's vision and accompanying a brand image of a corporation or firm's logo which encapsulates a name of organization along with its product's attraction and showing the ultimate vision and mission of the related organization which create the scenario to make the possible memorable for the consumers and sometimes it become an important identical words of the company for consumers as firm use it for a long time consistently as a firm's image which is called as a firm's tag line. Another definition describes the corporate slogan as a short number of words in a phrase that can be a slogan for a brand in which a firm creates and uses it for organization or a specific product to make attractful and easily memorable for their customers' minds and make that slogan as a catchy line of the firm (Fawcett, 1920).

The organizational slogan can be a short number of words in term of small phrase which a company uses to identify and differentiate their firm name or specific product and intimate their consumers regarding their required quality standards and price as well where not only a successful brand slogan remain memorable and keep stick in consumer's mind but

also develop some buying and liking commitments and invokes their entire mood to have the same brand product (Denton, 1980). According to the Stephen, the slogan can be understood as a positive feeling towards norms and custom values of the related organization. The trend of the slogan is day by day increasing worldwide. For an organization to function fine in the international market and associated population, that organization must take up and follow the rules, regulations and custom norms and values worldwide (Krasner, 1983).

The corporate slogans can be utilized in two types of business activities such as for promotions of firm's products and its advertisements and these slogans are usually in short length like five to six words long having some sweet and catchy wording and some time it can be funny too which create some attraction for the consumers as well and make it stick to their minds (Sharp, 1984). A dialogue created with the associated partners from side by side such channels as conferences held worldwide, combined sponsorship programs, joint ventures of the firms, following technical international standards and safe hygiene for public areas. All type of slogans always depends on the firm's internal culture, their local politics and somehow their military policies along with their local laws, the situation of their economic position, their education standards and social science activities as well. Some of the articles regarding the definition of slogan listed in the category of organizational performance and marketing policies concentrate on the organization policy instead of marketing content of slogan are deal with local and international types of the methods to select the successful slogan which may helpful for organization to increase their sale and creating the most interest of the consumers toward their specific products and making more efforts to keeping in customer's mind their image of the product and as well as name of the company (Donnelly, 1998).

Another definition of corporate slogan which is normally used as a small tagline always consists on a few numbers of words such as even less than six words or a small phrase which elaborate the benefits of the most potential consumers in which they can predict upon selecting their most favourite brand's services and product produced or offered by a specific organization in which that firm has been already established their selective brand and its logo along with the organizational slogan for making their services and products different from rest of the market. Mostly these all type of organizational slogans are very attract full and catchy, may be funny some sometime, declare able wordings and phrases which can be used different devices like metaphors, rhymes and alliteration etc., especially when the name of the

corporation and or name of the product is not mentioning in the slogan and not even the slogan is showing the differentiations of these item from others already available in the market and the same practice always helps the consumers to remember the related company and its logo along with the product when comes for the buying such products and services as well (Burr & Irwin, 1995).

As per the research presented by Macdonald and Sharp (2000), most of the time end users of the product or consumer who will be the person who is going to use the product company is presenting are interested or show interest to buy or purchase the company's product however there buying decision will get impact due the brand awareness. As when end user for the product is going to get the product, the first thing comes up in mind that is brand awareness if they are already aware of same product presented by other brand then might be their buying decision will changed. Further research by Dodds, William, Monroe and Grewal (1991) presents more of brand awareness for certain product will increase the visibility of the product, which has larger impact on the buying decision for the product. This also reflects in the research of (Grewal, Monroe, & Krishnan, 1998). That is the reason for the concept of the brand loyalty comes up. Since number of customer who knows much more about the brand awareness of product are more loyal to the brands already using. In addition, brand loyalty comes up with the brand's awareness. Reichheld and Sasser (1990) in studies reflect companies adding more than 5 times higher expenses to manage for maintain their current customer and less expenses to cater new customer as this is difficult to maintain their current customer that of new customer. Barsky (1994) as per his studies cost for getting new customer from the target market is higher than that of maintaining customer who are already a brand loyal towards their brands.

Slogans are commonly viewed as valuable in building brand value. In the present jumbled condition, be that as it may, buyers regularly coordinate slogans with brands other than the genuine supporting brand. In any case, investigate on slogans has predominantly centred on slogan impacts when the brand is given (for instance, in controlled trials). By utilizing genuine slogans and brands, this examination builds our comprehension of how slogans work within the sight of a few contending slogans and brands. It is discovered that crisscrossing of slogans and brands can be clarified by the distinctive memory forms utilized by customers. The signalled recovery process by and large prompts the right brand being recognized, while the valuable memory process is touchy to memory contortions.

Nonetheless, helpful memory takes into account a larger impact of the slogan on the brand than does prompted recovery. The investigation includes to examine slogans and on source recognizable proof. Proposals on the best way to utilize slogans in a jumbled domain, for example, making irritating and bothering slogans or utilizing varieties of slogans, are given (Rosengren & Dahlen, 2006).

On the other hand Slogans includes as the most important factor for the brand's overall image in market. So slogan also adds value for the brands. In this era of technology and advancement practically all current brands mostly have slogans; this help to make image in buyers brain, also help consumer so that they can review product by their slogans, and represent brand separation in buyers' brains. While there is general accord on the significance of the gadget itself, little understanding exists with regards to what comprises an effective slogan. All things considered, in spite of the fact that promoting directors use slogans widely, they are frequently at a misfortune with regards to making them. Thusly, this prompts incapable utilization of slogans and, at last, the chance of a shockingly poor linkage between a brand and its slogan, even among the most notable brands. To investigate this wonder, we overviewed articles from an assortment of scholastic streams identified with slogans, and furthermore took a gander at industry distributions for important contextual investigations. In view of our examination, we propose in this article a progression of rules for the procedure behind slogans, and on creation and use of compelling slogans. Specifically, our discoveries ought to be useful to business experts (Kohli, Leuthesser, & Suri, 2007).

A slogan is a basic part of a brand's promoting stage that helps shape its character and characterize its situating. While earlier writing has concentrated on the review of slogans, information with respect to why buyers like a few slogans more than others is yet constrained. This paper utilizes information from a huge field study that reflects key elements that decide for affability of slogans. This also utilizes a bilinear blended model to evaluate the general significance of slogan qualities, media consumption, and respondent attributes as precursors of slogan affability. The discoveries recommend that the preference for a slogan might be disconnected to media use, and driven generally by the lucidity of the message, the composition of the advantages, rhymes, and inventiveness. Further, in sharp difference to industry practice and ordinary conviction, the investigation finds that jingles or curtness have no deliberate consequences for the amiability of slogans (Dass, Kohli, Kumar, & Thomas, 2014).

The term slogan gets from Slough-ghairm, articulated as Slogorm from Scottish Gaelic which means call to war. Slogan is typically a life-changing expression that is as often as possible used to communicate a thought or reason. Slogans have been utilized in strict and political zones quite a while prior, however today they are for the most part utilized in business and exchanging. They change from other customary content and pictures, and regularly on account of their basic structure can't pass on a ton of ideas and subtleties. Subsequently, slogans as opposed to drawing explicit crowd, address general crowd to pass on their specific implications. Brand proprietors pay loads of cash to promoting offices to think of smart publicizing slogans. Promoting slogans regularly guarantee to know about something and endeavour to show it. Slogans for the most part serve a significant job in pointing out crowd's at least one parts of an item or administration. Typically slogans guarantee that the promoted item or administration is of the highest calibre, or is the most scrumptious and economical. The slogans should call attention to, at any rate, the most significant favourable position of an item, or react to the crowd's needs, or offer more advantages for their future/plausible clients (Abdi & Irandoust , 2013).

2.2.4 Packaging

The The history of first packaging was not found by the researcher actually, but the utilization of the first packaging was found which was using with the natural available materials at the time of packaging such as the reeds basket, boxes made by the woods, wineskins was also used for the packaging the goods, woven bags and pottery vases etc. there were used the materials which actually processed and developed for the packaging purposes at that time (J.R. & Brown, 1988). According to the researcher Diana (2005), who recorded the most earliest utilization of the packaging natural paper in 1750, where in Cairo, a traveller from Persia noted when he visited in the local market that there were different hardware items and food items such as spices and many vegetables were found as wrapped with the natural paper for presenting to their consumers for selling purposes (Diana, 2005).

There was a first university for the engineering in Packaging In 1952, in the Michigan, USA with the name of “Michigan State University” which proposed a degree of engineering in Packaging (Maloney, 2003). The packaging is the art, fun, technique, strategy or even can be a technology to protect the goods or enclose the items for their distribution channels, selling the goods, storing the products and their ultimate utilization. The product

packaging can also be referred to the entire procedure which direct towards the product evaluating and producing designing (Soroka, 2002).

The latest advancement in packaging of the products was in the beginning of 20th century which includes the plastic bottles with transparent tape which overwraps on the boxes are now increasing the style rapidly. The efficiency and progress is improving with these new innovations and also have a good safety for the goods especially for food items. Multiple types of additional materials have been introduced now in the worldwide such as poly prop Lyn and polyethylene plastic, rubber and aluminum for packing different types of commodities as well to improve the long life, performance, freshness and the functionality and effectiveness of the goods (Brody & Marsh, 1997).

In the present serious business condition, packaging and brand equity give an upper hand to a firm which may increment and keep up its profits. In any case, the job for packaging in assistant the brand value is reasonably new in the over-the-counter drug market and as of now, there is a nonattendance of careful exploration to uncover its monstrosity in this thing segment. This paper hopes to investigate the impact of packaging on brand value through the mediating effect of estimations of brand value in the over-the-counter drug exhibit in Kumasi city. In view of Aaker's customer based brand value model, eight hypotheses were characterized. Using proficient examining, data was accumulated through audit reviews from an illustration of 348 purchasers who put down in regular medications from local stores in Kumasi Metropolis. The assessment found that packaging basically adds to help brand value of plant solutions through the mediating effect of BA and brand connection. These results show that brand heads in the plant drug industry need to consider packaging as a huge brand-building mechanical assembly in their promoting framework to improve brand value in the over-the-counter drug market. This will improve their genuine uniqueness in the over-the-counter market (Oppong & Phiri, 2018).

This paper analysed the packaging highlights affecting milk purchasing conduct. Four packaging highlights were chosen that included wholesome data, value, nation of birthplace, and quality gauges, and their effect on milk utilization and buy conduct is dissected utilizing Structural Equation Modelling. The examination was done in urban regions of Karachi, among 318 respondents utilizing Likert scale based survey. The discoveries proposed that every one of the four packaging highlights have a huge positive effect on consumers

purchasing conduct. Consumers are pulled in towards those items which gives enough and satisfactory measure of data on its items' packaging. Healthful data is among one of the significant component that needs more concentration and it will without a doubt brings about a positive route to the makers of dairy items. Subsequently, makers and advertisers of milk should concentrate on their product's packaging highlights particularly on the verbal component as an essential procedure so as to impacts consumers purchasing conduct (Ahmed Khan & Siddiqui, 2019).

This examination tries to look at the effect and job of item packaging on the purchasing conduct of consumers for the dairy of results of government possessed Mother Dairy. It has been seen that packaging components, for example, shading, foundation image, wrapper plan and imaginative thoughts, have critical effect on consumers' purchasing conduct. The examination additionally makes the end that the visual intrigue is a higher priority than the subjective part of packaging in the investigation territory. On account of Mother Dairy, the nature of materials utilized in packaging and the data imprinted on packaging of the items, don't have any huge orientation on the consumers (Akhtar, Ahmed, & Jafar, 2016).

Brands are basic to tobacco showcasing. Industry partners anticipated that plain packaging, by evacuating key unmistakable branding measurements, would confine new items and brand separation. Be that as it may, producers react inventively to confine administrative effect. This examination explores brand technique following plain's first experience with Australia. The confirmation procedure recognized a few information errors from one producer which brought about the giving of revised information. After plain packaging the main makers proceeded with broad brand ranges separated by cost. New brands and variations were not hindered by the presentation of plain packaging in Australia. After plain packaging, driving brand variation numbers extended by 9 to 116 and shading variation names expanded by 73.6% and turned into the standard (Greenland, 2016).

The presentation of normalized packaging in Australia in December 2012 has elevated enthusiasm for how picture and branding may influence smoking. This paper tests the speculation that brand awareness and recognizable proof among smokers will decrease after the presentation of normalized packaging. The presentation of SP of tobacco items in Australia has been related with decreases in brand awareness and ID, and changes in related

measures. The discoveries bolster the thought that SP has decreased the limit with respect to smokers to utilize pack branding to make and impart an ideal personality (Balmford, Borland, & Yong, 2016).

This paper investigates the little-known issue of the elements of packaging hues, explicitly how hues help to catch consumers' consideration and influence observations at the purpose of procurement. By reviewing colour-related examine, the examination makes a first endeavour to feature the diverse nature and various elements of packaging shading. The examination likewise builds up a hypothetical base and proposes a structure that fuses the elements of packaging types and their inter-relationships. By having this methodology, the examination adds to the field regarding summing up the current information and bringing up holes in information and roads for future research. Furthermore, the examination features perspectives for advertisers and chiefs to consider in their endeavours to create brand personality (Kauppinen-Räsänen, 2014).

2.2.5 Jingle

There was no definite history status for jingle in advertisements from past history but it was a sudden innovation through the infiltration of the most advance form of radio advertising was more effective process of an evolution in the advertisement world. In nineteen twenty three, the first advertisement of a product through a musical tilt was found and with the same time in the United States started their radio channel on commercial basis. The first song was sung for the general mills in nineteen twenty six on the radio bite namely seminal radio and was on air at the event of Christmas which claimed to be the first best world's jingle as a commercial advertisement. Actually the higher management of the General Mills was almost decided to wind up their entire production of breakfast cereals due to their heavy business loss, but meanwhile, just because of this new invention namely "jingle" the reputation and market attractiveness spiked in those areas in which this jingle gone in air, that is why the higher management again change their mind and instead of shut down their production the organization continue this jingle at the national level. Mark Dahl (1926) elaborated when the success of the advertisement by the General Mills' proved, the competitor and some other firms started their reinvestigation for the recent new advertisement technique.

In the world of advertisement, the jingle technique of advertisement came to its high peak number of use by the advertisers around the monetary boom in the century of nineteen fifty. Now the new advertising technique “jingle” was in use by the most of the advertisement companies for their products of nominated brands such like milk powder, chocolates, automobiles, home appliances and tobacco items (Baker & Nedungadi, 1986).

According to McLeod (2005), a jingle can be understood as a short attract full voice tune or a song which advertisement companies used in their advertisements and commercial ads in multimedia means of communication like TVs and radio and it consists on a single or multiple hooks and means of communications which used to explicitly promote their ultimate services or products that are used in their advertisement, generally it associated with the utilization of a single or multiple slogans of their organization in their most advertisements. Advertising companies usually use the jingles in their commercial ads in the Televisions and Radio and even the advertising companies also using the contexts which are non-advertising for maintaining or establishing the good image of their brand in the market. In other terms, the jingles can be understood as a form of sound of brand image in which direct hit memory of customer. McLeod (2005) further explained that number of advertisers uses the snippets of the famous songs for developing their jingles in which an example of the lyrics is in the top of the list to successfully advertise the organizational services or products as well that is the modified for appropriate advertising.

The point of the examination was to learn the impact of jingle in promoting maintenance and review utilizing some chosen TV ad as an investigation. The point of the investigation was to know how successful are jingles in evoking crowd memory to hold and review a given business. The investigation embraced, review look into strategy with an example size of 399 respondents. Defined and efficient testing systems were utilized in choosing the respondents out of the complete evaluated populace of Owerri metropolitan, Imo State. An organized survey was built to give answer to the examination questions. The significant discoveries indicated that NTA utilizes jingles most occasions in their business; jingles are successful in accomplishing maintenance and review in publicizing; crowd depend on jingle for advert maintenance; Age and memory limit influence maintenance and review of jingles; Jingles impact the capacity of the crowd to hold TV ad; aside from jingle, dramatization can likewise impact promoting maintenance and review. In any case, proposals were made and the specialist recommended that further investigation ought to be made

utilizing progressively refined apparatuses, bigger example size and another land zone that will give the examination a more extensive degree and exact lift (Chijioke, 2016).

At least two radio stations, situated inside the equivalent location, face the test of competition for the consideration of their intended interest group. Consequently, each station devises novel methods for capturing the consideration of the objective audience. One such well-known system received by radio broadcast is the creation and utilization of appealing or consideration capturing jingles. Be that as it may, the language of station-advancing jingles, from the point of view of competition, is yet to be sufficiently studied. In this paper, station-advancing jingles off our radio broadcasts situated in Kwara State are inspected with the perspective on researching the language and the degree of rivalry among them. Purposively chose jingles of the four radio broadcasts were recorded as information for examination. Poll was additionally embraced as an instrument to evoke data on the opposition's degree of each station with others. A model of language utilization of jingles reflecting rivalry among radio broadcasts was structured. The discoveries of the exploration uncovered an elevated level of rivalry among them depicting the utilization of language; entomb alia, as a productive instrument to adapt to this opposition. The paper finished up by calling upon the radio broadcasts and their administrations to build up their staff in the utilization of progressively proficient language in the creation and utilization of jingles so as to adequately adapt to the inescapable difficulties (Friday-Otun, 2015).

Jingles have been snared with promoting since the start of the publicizing idea. Publicizing jingles have changed promotion crusades. Advertisement creators have recommended that jingles make them increasingly appealing. Jingles are only short pieces of music added to the notice movies to make them appealing and give them review capacity. Jingles can either be added to TV advertisements, films or to radio promotions. Since the time promoting jingles were presented, sponsors have benefited massively. The paper investigates the brand review by different buyers with the assistance of commercials. For essential data, an organized poll was structured and buyers were drawn nearer (Gupta, 2013).

Radio jingles is one of the numerous approaches to advise, teach and illuminate individuals on different social issues. Government, non-legislative and corporate bodies embrace radio jingles for the advancement of items, administration and thoughts. Be that as it may, consideration has not been attracted to ecological instruction and the executives. This

examination looks at inhabitant' perspectives to natural training and the executives through radio jingles in Benin city. To discover inhabitant' perspectives to natural jingles, poll was utilized as instrument for information assortment. The sample size was 384 respondents. The natural instruction and the executives through radio jingles explicitly centred on aimless strong waste removal, stale waters on canals, wild shrub consuming, oil slicks, floods and tree falling. Results indicated that while there are radio jingles on natural instruction and the executives, floating strong waste removal was the most jingled. The general outcome demonstrated that there were poor radio jingles on ecological training and the board. Reasons depended on shortage of sponsorship and lack of natural social obligation with respect to the broad communications. Sponsorship and ecological social duty were along these lines suggested (Akpoghiran & Okoro , 2019).

The reason for this examination is to discover how jingles utilized in promotion assumes a job in maintenance of the item. A poll was created to recognize individuals about maintenance and review of jingles. This overview is done in Karachi and around 100 reactions were gotten from the ensuing poll. The investigation incorporates unwavering quality examination, relapse examination and anova. The outcomes have demonstrated that individuals living in Karachi were completely impacted by jingles. Besides, among the two elements, music of jingles have a critical and positive effect on item maintenance and review when contrasted with verses whose impact is by all accounts irrelevant. This proposed improper match of music in the promotion with the brand or item being publicized may prompt error of the publicizing message and it tends to be distractive now and again. Subsequently this outcome uncovered the effect of music in publicizing and the amount it can influence the buyers. As the analysts did the exploration, it is demonstrated that music in promoting is extremely significant and its effects on purchasers' purchasing conduct (Shakil & Siddiqui, 2019).

Associations use publicizing as a compelling method for advancing items and administrations in broad communications. This situation let the associations to concern more on publicizing technique to retain the item regularly in customers' brains as urgent methods for promoting are utilized with the joint effort of various components. Music is considered as a profoundly favored component which is utilized in lion's share of commercials and utilized basically in standing out enough to be noticed. The target of the investigation is to survey the effect of well-known tunes and jingles in publicizing technique in Food and Beverage part

(F&B). Test of 192 respondents was examined with the primary point of distinguishing the effect of well-known songs and jingles in ads on brand picture and to discover the relationship of the two factors. An on the web and disconnected poll study has been directed to gather essential information from purchasers in Western area. Mainstream songs and jingles in promotions and brand picture were considered as autonomous and ward factors separately. Information were broke down by Regression and relationship coefficient investigation strategies. The discoveries demonstrate the positive connection between the famous tunes and jingles in ads and brand picture and out of the three brand picture measurements, see benefits distinguished as the most impacting measurement which consequences for well-known songs and jingles. Study uncovered the publicists should worry on determining the brand name and the item name so as to dodge disarrays and misidentification of brands among purchasers as the brand name of the item assume a critical job. As administrative ramifications, the promoting system ought to line up with the mainstream tunes and jingles with the objective gathering of purchasers for the adequacy of the message of the notice to keep up client reliability (Jayakody, 2016).

This paper investigates the field of jingle and its impact on buyer conduct, regarding a brand. It looks to determine clashing theories and give a report on past examines. A non-built up brand is picked as the premise of research with respondents containing Singapore students. They were presented to a business coded with a jingle and their conclusions were examined. Different parts of brand value were estimated and results show that natural jingle impacts brand inclination. Other intriguing discoveries show that recognizable jingle likewise impacts business review and brand review. This paper gives understanding on the advantages of picking a recognizable jingle for an advertiser's next business (Tan, Wang, & Jieyang , 2008).

2.3 Brand Assets

2.3.1 Brand Image

The business environment today is becoming very tough and competitive for organizations and a well for good sale of their products and the well placed and well-known brand image became highly important for customers as well as for business organizations (Blackett, Boad, Cowper, & Kumar, 1999). It is demonstrated through purchase price in

United States dollars twenty five billion for a brand image namely “RJR Nabisco” which was situated in huge part on the worth and value in the acquisition of brand pictures. Besides, research has indicated that the capacity of customers to perceive and distinguish utilization of brand picture is completely evolved by the 6th grade (Arnold, 1992). Just because the marketplaces became overcrowded and the valuable customers mostly make their decisions for their product purchase with more relying on a brand image of their product than counting on the actual topographies and appearances of the subjected product and this is principally a true reality with regard to the same product in which the life cycle is at the mature phase when it describes this brand image life cycle for three phases (Marken, 2003). In the phase one, an organization can enjoy the proprietary phase of their latest brand image of a product where it can be an exclusive in the market and in the phase two, the organizational brand image get an entry to the market competition position where it all competitors also go with the same serviceable along with the similar characteristics of the product and brand image with latest market techniques to get the most important advantages, while in the phase three which is called as a life cycle of the brand is solitary in which any advantage by the exclusive functions and the characteristics of a product have been battered and its significant value can have more higher importance for the brand competition in the market as well (Park, Milberg, & Lawson, 1991).

Aaker (1991) stated that the advertisement companies and marketing enterprise always identify the services and the subjected products which having their own recognition through those brand names and images which are definitely significant for that product and as well as for their achievement. The advertisement company always make effort to develop that brand name and brand image with regard to their specific products and firm just because they were in position which directly adjust them in the local and associated market gap which is still not engaged by any other corporation. The advertisement company and marketers are always in effort to build a well-known product’s brand name and its own image which can be comparable to the brand image which is already made and developed by them in the same market place to directly attract their customers as well Aaker (1993) further explained, such as the brand name of Garnier that had long targeted to the younger boys and girls especially college students through their advertisement campaigns which engage the new familiar and well known young celebrities just because to change the product position of their subjected product and its brand image such as cosmetics to attract the younger public towards their new product advertisement as well as towards their new product. Selecting the new familiar

celebrities in their advertisements is significant because the product's brand image and name is directly associated to younger students or targeted audiences were young customers for the subjected products.

Measuring the product's brand name and its brand image with a single hand should be recommended by their ultimate consumers with regard to the detailed list of the associated other items as anchored through their personality etc. Ranking to these measurements are shared for developing a product's brand name along with its specific renounce image. There is another method and technique to make an assessment towards subjected product's BN and its name could have a clear picture of the specific features and functions in consumer's eye such as significantly durability of product, good price and attractive colours and design with brand logo and image (Kotler & Keller, 2005). A researcher Pillsbury stated with regard to the inauspicious brand image through redesigning their brand image especially the brand logo along with its whole packaging to make its look more attract full for the consumers even maintaining its features through updating so the constant customers and as well as new consumers should have an influence to buy this product (Baker, 2003).

As the advertising companies and the marketing organizations have becoming more awareness of the significant strategic importance for the various organizational logo's and their images of the brand, there is a heavy increase in the necessitate with regard to the subjected research on the impact of their ultimate image of the branded product on the evaluation level by the customers' on their specific product's brand and in which that advertising companies can be able to manage their ultimate influences. The advertisement companies had already attempted for the utilization of their theories of personality for disclosing the entire behaviour of their customers in the near past and the same researchers try their level best to make recognize the true meaningful association and strong relationships among the personality of their customers and their buying attitude as well as holding the individual market level on the basis of self-conceptual idea, often the theory of personality can be applied which definitely will be liked by the real thinking of their primary consumers in which their own concept with regard to the subjected theory may also use for making the influence of the buying behaviour and their decision of purchase that brand products (Aaker & Keller, 1990).

A research study was conducted by the Aaker (1990) for getting insights through visualization that the way in which the corporation has the work attitude for their extension of the specific brand name and its image such as the utilization of their previous well known and familiar name of brand putting in that into a new category of brand product. In the previous research study conducted by the Aaker (1990), stated the reactions from multiple concepts of new product's brand extension were analysed which directly engaged five well recognized brand images and found their business attitude with regard to their reaction of their new brand extension which is more elevated just because there was not an appropriate method adopted among two different categories of the product classes to make a brand extension with a concept of "Fit" along with the high quality perception for third product as the original product is and secondly there was the significant impact of a business strategy from various product's positioning for making that brand extension. The investigational research analysis report shows that the relation which has negative potential may be able to make neutralized and can be higher level effectively through exploring the significant and primary product's attributes and factors of the brand extension than the giving a specific reminder to the customers who has a significant association with primary product or actual product brand image as well.

The many authors such as Prelec (1997), Levin and Davis (1996), Levin and Levin (2000) already stated that the brand equity from a single brand is possible to make transferred from one product to another category of product under the umbrella of one brand image which is tactically connected with a same brand and image and specific brand logo and that can be potentially increased the brand image which is already alliance to that through a good market reputation of the same brand name by producing the quality and maintaining that quality standard with all products as well. Another researcher, Park and Jun (1996) made their significant effort for the emerging of the existing BN, a combination of brand extension and analogous to combining the brands in which analysis show that customers can form basic thought of a combined brand extension which is rely on their primary thoughts for the constitutional brands and its basic key function for each constitutional brand image which is more significantly effective for all type of composite brand extension. The two researchers, Simonin and Ruth, (1998) discussed the customer's buying behaviour and attitudes with regard to the alliance of two brands which were examined, and their primary research focus on the subjected study was on spread out the main impact of the primary evaluation for the

alliance of brands through basic stakeholder and partners for the key function of brand image acquaintance with regard to the real association.

Putting a brand name and brand image on the product is not only a business strategy and business operation but it always give a boost between two different classes of products and developing more effective and positive impact on customer's trust on the name and image of brand (Blackett, Boad, Cowper, & Kumar, 1999). Furthermore, most of the time affect transfer is an issue that arises mostly when many organizations make new product with same design as previous one or also make different categories of product but their design and character statics are similar with the old one. So when organization is making new or different category they must know that they must be brand specific so there product will be make different impact as consumer most of the time know about brand similarity. (Boush, 1987).

So as to be serious in a period of moral industrialism, brands are confronting an ever-expanding strain to incorporate moral qualities into their personalities and to show their moral responsibility at a corporate level. All things considered, examines that relate business morals to corporate brands are either hypothetical or have transcendently been grown observationally in merchandise settings. This is astounding, on the grounds that corporate brands are increasingly significant in administrations settings and the way that administrations settings involve a more noteworthy number of client brand collaborations and contact focuses than merchandise settings. Likewise, the reason for this article is to experimentally look at the impacts of client perceived ethicality of corporate brands that work in the administrations division. In view of information gathered for eight assistance classifications utilizing a board of 2179 clients, analysis was conducted. The hypothesis was applied to test for estimation proportionality between all classifications. The consequences of the theorized model showed that, notwithstanding an immediate effect, client perceived ethicality has a positive effect on brand value and brand image. Additionally, brand legacy contrarily impacts the effect of client perceived ethicality on brand image. The fundamental ramifications is that supervisors should know about the need to strengthen brand image and acknowledgment benefits, as this can encourage the interpretation of client perceived ethicality into brand value (Iglesias, Singh, & Sierra, 2019).

This examination attempted to explore the explanation concerning the buy choice of cell phone. The factors that is utilized are brand image and item cost of Samsung cell phone. The unmistakable quantitative research techniques with a non-purposive testing was actualized by including two free factors Brand Image, and Product Price and one ward variable Purchase Decision, The outcome demonstrated that client just affected by the item as well as the cost also. The specialist proposes to include another factor for expanding the estimation of R square (Djatkiko & Pradana, 2016).

2.3.2 Brand Awareness

Brand awareness stands for capability and knowledge of a customer with regard to identify, identify and evoke a product through considering the brand image in different situations and environments that fulfil his all product's requirements. Keller (2007), Aaker (1996) further elaborated that brand awareness consists of some specific signs or image with regard to a product or an organization as a recall a memory for specific brand recognition as well as product. The brand recall memory can be understood as when consumers look at different categories of some products, his memory recall a brand name exactly to him for buying that particular product or get the services from that organization as well and the recognition of a specific brand is ability of customers for identifying any special product having a specific brand when there are lot of brand images in their mind and the real customer may able to speak about a specific image of a brand appropriately when the consumer ever get a well experience, saw the name of a brand having the same required featured product or heard about that brand from word-of-mouth (Neumeier, 2006).

And the real characteristics of branding, such as a BN, BL, symbol, icon, and metaphor, facilitate consumer's awareness of a brand. Furthermore, the brand advertisement and encouraging the word-of-mouth concerning the brand image definitely a major cause to increase the awareness for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase (Pitta & Katsanis, 1995). The awareness of the specific image of the product which called as a brand could be renowned from depth where the meaning of the depth is measured as the level of putting the customers into remind or recognize a specific product's brand image and to make him on stick with that brand and where the meaning of width can be understood as the expressing feelings by the consumers especially when customer make a

buying of the same branded product in which an image from a brand item comes to his or her thought at the time of purchase the subjected brand product (Hoeffler & Keller, 2002).

Meanwhile product has some width and depth of its specific name and brand image, the customer can have also a thinking for that particular product even then they really need to purchase that specific brand. That is why the same specific brand products may have its awareness for the brand at the upper level as well as its price is also at little high then other products which have no brand image. Furthermore, there is no doubt an important dimension namely “brand name” in the awareness of brand image can be have more importance as well as other dimensions and elements in the branding the products (Davis & Susan, 2008). According to the outcomes of many discussions Keller (1993), the awareness of brand is definitely positively make impact to the customer’s decision of his or her purchase with regard to the true strong brand association, especially, at the time when a brand image owned by an item or a specific product positively which directly help it-self to the business activities in the sale market or sale point. The ultimate consumer is always keen to identify the famous brand name or the brand name in which he likes to buy that can also be assisted by it-self-same brand name through the specific image or its unique symbol with specific colour scheme providing by the organization in which own that brand image and product as well (Turley & Moore, 1995; Herbig & Milewicz, 1993).

The awareness of a brand’s image always reflects a significant key part in the consumer’s buying intention just only due to customer’s own tend and wish or liking to purchase that famous and most popular and well-known brand item which can be clearly identify the consumer among many customers and end users of the same item (Macdonald & Sharp, 2000). The awareness campaign can also be helpful for the end users of the same brand product easily distinguish an image of a specific product from a list of the same product. Which force the end user of product to prefer a good and easy verdict to buy that brand finished goods from a list of products (Percy & Rossiter, 1992). There is huge impact on selections because of brand awareness in a product group (Hoyer & Brown, 1990). BA influences human attraction when many consumers making buying decisions, as creating brand image or brand awareness for the product is utmost and important and key part for marketers before and after launch of the new product. At the end when marketer choose their target market for newly launch product or product that is going to be launched soon this brand awareness will eventually accumulate more of target audience and end users for the

products. (Dodds, William, Monroe, & Grewal, 1991; Grewal, Monroe, & Krishnan, 1998; Janiszewski & Van Osselaer, 2000).

As per the brand's awareness is concerned for the organization is concerned that always presents that how brand will get reorganization for the customers that also a potential buyer for some of the product company is presenting in market. This also reflects that how some of the customer is attached with the certain products and what is their response when they see any brand. Brand awareness also reflects what could be the target audience for the company and in which percentage organization is going to cater their target market. So many organizations make brand's awareness most important tool when there is introduction phase of the product in market as more of target audience know about new brand most are chances to get more audience and product users for the company (Aaker & Keller, 1990). Developing awareness campaign for a specific brand is always understood as a significant key activity of the whole business process of product's campaign of promotion. This awareness campaign more significant, especially, when an organization is going to launch its most latest product in the market and the organization should make a difference between two comparable services and products as of their competitors in the market (Boush & Loken, 1991). These branded products and services, which definitely successfully maintain their elevated degree of the awareness campaign of their targeted brand as, compare to the local market's competitor. Which may be able to create more marketing sale with regard to the subjected item just because of their most familiar and well-known marketing brand (Keller K., 2010).

However, many world-wide customers are well known brand products in the market such as Fanta, Pepsi cola, and coke, with regard to their taste, colour, quality of product, price, availability and their brand images, their names and favourite celebrities in their advertisements (Broniarczyck & Alba, 1994). Then discussed above high level percentage of brand awareness campaign is traditionally always count as equal to the upper level of that brand item's sales in the market which can also cater the local economic moat by the help of preventing their local and international competitors from getting their market share more as of last two decades. The young public spending their time by twenty eight percent almost on the social media networking for enjoying as well as the professionals took a benefit of this activity and start using the advertise their brand and products such as internet email, whatsapp, Face book, twitter etc. These all type of sites are belong to the social network system, therefore, these all networks can be used as an effective positive instruments for

making the local and international marketing brand awareness campaign of their products even to the targeted market such as young peoples, especially student consumer who are more likely to love and proud to be user of brands (Haugtvedt, Herr, & F.R., 2008).

And these consumers always love to frequently discuss and love the brand name organizational services and its products which can have more favourable and interesting for them such as their wearing clothes, shoes, watches, mobile sets, computers and other things along with those items which they need to buy or even the customer is intend to buy that, Hofstede (2001), this type of campaign for the awareness of a brand which has been developed as many consumers' viewpoint through the ads on social media networking sites and making them updates regularly time to time should be a super experience of customers for connecting with that organization through its social media website (Hoyer & MacInnis, 2008).

This exploration inspects the interrelationships of trust, BA, PQ and brand steadfastness in building Internet banking brand value. The model depended on information from clients utilizing internet banking (clients of a global bank) utilizing the PLS system. The outcomes propose that apparent quality and brand reliability are progressively imperative to clarify the Internet banking brand value than brand awareness/affiliations and trust. Strangely, trust contributes just in a roundabout way, through saw quality and brand awareness/relationship to Internet banking brand value. Online saw benefits sway emphatically on clients' trust and online saw dangers will in general be lower when trust increments (Loureiro, 2013).

The motivation behind the examination was to research the effect of bundling, cost and brand awareness on brand unwaveringness. The examination tried to expand exact proof on the relationship between brand dedication and item related elements: bundling, cost and brand awareness. The investigation embraced a quantitative overview approach and was led in a paint purchase condition. Data were inspired from an advantageously chosen test of 212 shoppers who bought different brands of paint. Relapse examination and the single direction investigation of difference test were led to research the effect of bundling, cost and brand awareness on brand faithfulness. Bundling, cost and brand awareness demonstrated noteworthy positive associations with brand faithfulness, which suggested their huge prescient effect on brand dedication. The outcomes propose that administration should start

and actualize viable bundling, estimating and brand awareness so as to upgrade customers' brand reliability to the organization's items. The advertising achievement of organizations relies upon their capacity to constantly upgrade their items' bundling with serious estimating and brand awareness procedures so as to improve brand dedication. Future investigations ought to be stretched out to other retailing situations and item classes (Dhurup, Mafini, & Dumasi, 2014).

Social networking sites (SNSs) have dragged in expanding consideration from brands, which take a gander at the stage as a favoured correspondence channel to contact their crowds. Notwithstanding their developing selection, not many research endeavours have been dedicated to assess SNSs' solid ramifications for the brands. The present investigation tends to this chance, endorsing a model that surveys the impact of customers' help in SNSs on brand mindfulness and brand attitude, the two essential pillars of brand data. The assessment focuses on brand like pages in Facebook, the most used SNSs stage for brands. An online quantitative audit with brand like page customers of driving brands in Facebook was typified. The results recognized a basic, positive and direct impact of customers' advantage on brand mindfulness. Brand nature in like manner expanded benefits by customers' help, yet this relationship is mediated by brand mindfulness. The revelations help to favour SNSs' basic employment on building brand data and to arrange customers' participation at the focal point of brands' SNSs objectives. Also, the assessment gives a productive examination structure, easily changed for checking purposes and authoritative course (Langaro, Rita, & Fátima, 2018).

Every single business firm of the world needs to make their client faithful towards their organization item. In any case, not just one factor is answerable for the loyalty of clients. This examination is centred on Peshawar locale client loyalty towards branded milk. Brand awareness incorporates publicizing, individual selling, deal advancement and open connection. While brand attributes incorporate item value, item quality, brand picture and packaging. To discover which of these factors contribute how much towards client loyalty an example of 200 branded milk clients have been reached. After empirical analysis, results showed that advertising is most important construct of brand awareness in contrast to customer loyalty for branded milk (Khan S. , 2012).

Scholarly writing in client conduct and branding is as yet far from being obviously true, as for brand loyalty specifically. This examination observationally talked about this specific topic and analyse a connection between BA and BL. Additionally, this research looked to explore the mediation job of brand duty in starting association to handle all blended outcomes occurred earlier. All information was gathered from clients of Islamic bank brand in Mafraq in Jordan. PLS was applied to the target population of ninety clients to investigate the connections. The outcomes uncovered that BA along with BC possessed a noteworthy as well as significant relationship with BL. Also, commitment of brand has played a role of mediator in the study of BA and BL. Lastly, the research has examined consequences as well as outcomes and contrasted and earlier forms just as presenting some of proposals for future research (Alkhalaf, Al-Salaymeh, Alshare, & Eneizan, 2017).

Milk creation is a necessary piece of the nourishment utilization and it contains numerous supplements and gives a fast and simple method for providing these supplements to the eating routine inside moderately hardly any calories. Milk, the most reasonable nourishment for youthful well evolved creatures, gives both vitality and the structure materials important for development. The principle goal of this examination is to look at the connection between the limited time procedures and brand awareness and discover to what expand the special system generally sway on BA of milk power brands in Nuwara-eliya locale. Poll study along with meetings utilized to gather essential information from dairy customers. Researchers decided the target population as 100 families in selected locale. Information was investigated utilizing SPSS. The aftereffects of examination showed a constructive connection among limited time systems on BA. Conclusions were drawn as out of all constructs of limited time procedures, SP and advertising has major impact on BA of milk powder (Piratheepan & Pushpanathan, 2013).

These days, it is very significant that business organizations comprehend brand awareness and consumer profile for their items and administrations. They can exploit this data to appropriately adjust their advertising procedures to the necessities of their focus on business sectors and fragments. This paper targeted estimating brand awareness and consumer profile for various kinds of milk in Tirana. Through a lot of surveys, it is uncovered that those responsible for buys in the family unit are quite mindful of most by far of the milk brands accessible in Tirana advertise. They likewise give high assessment scores to the most known brands. Then again, consumers' profile for various kinds of milk (UHT versus purified

or new) appears to contrast based on some particular financial factors of the family unit and the individual accountable for the purchases. The consumers with the most elevated pay and training level are increasingly mindful about sanitation significance. Such consumers are inclined more towards buying UHT milk. Independent variable selected was advertising and BA was taken as dependent variable. Information was dissected utilizing SPSS. Consequences of investigation showed a significant relationship between both variables (Thoma, Boshnjaku, Kapaj, & Muca, 2017).

The target of another exploration was to investigate association among BA, trust, worth, BL and BE. Moreover, the connection between the two after elements, publicizing, advancement and perceived quality was investigated. To do so a study was directed by dispersing 400 surveys in eight subjectively selected areas in a city of Vietnam. The Pearson Correlation was applied for information investigation. The outcomes showed positive and huge association among BA, PQ, BL, worth, trust and brand equity. They likewise show that there is no critical connection among publicizing and PQ. Based on these outcomes, it appears that Vinamilk needs to build up a promoting technique to enable the organization to expand brand equity (Ngọc & Thanh, 2012).

Aftereffects of an organised test for brand awareness when consumer goes through process of decision making revealed that BA remained a predominant decision factor amongst awareness-bunch subjects. Consumers with no awareness of brand kept those particular brands as last option for purchases in contrary to those consumers who were well aware of brands (Hoyer & Brown, 1990). In Business-to-Business (B2B) situations, many companies opt some methodologies to enhance BN and BL in order to reach BP. Along these lines, the consideration for BA is a significant objective in numerous B2B branding methodologies. Nonetheless, still businesses are not sure for investing a lot for BA will work out in their favour or not. In this manner, this research targeted 300 business to business organizations to investigate the impact of creating BA on their brands. Conclusions were drawn that BA really works for all he businesses as there was a noticeable change in consumers' purchasing decisions (Homburg, Klarmann, & Schmitt, 2010).

The point of another undertaking was to check the impact of BA and BL on consumer's purchasing intention. Primary study was conducted and data was collected form workers in administration segments through questionnaires. Results of empirical analysis

showed a solid association between BA and BL on purchasing intention of customer. Moreover, the study highly recommended all market managers to opt methodologies helping them to enhance brand awareness among its all existing customers and BA will also help to catch new customers (Ehsan Malik & Mudasar Ghafoor, 2013). Another study use panel data collection which consolidates brand-level promotions on yearly basis. 300 targeted brands with BA and PQ were considered to check the influence of publicizing. Three constructs were developed to measure publicizing out of which promoting had most significant relationship with BA as compare to PQ (Clark, Doraszelski, & Draganska, 2009).

Store brands have right presently become joined in the sustenance feature; have achieved an objective quality like that of creator brands and a genuine expense. In any case, sustenance retailers have placed minimal in correspondence about these brands, considering it enough to use closeness to the shopper and economies of degree got from the proximity of their own brands all through the establishment. This paper explored the aftereffects of this correspondence framework about SBs on the utilitarian peril evident by shoppers for these brands and the purchaser's relationship with them. Paper proposed a theoretical model, separate it observationally for sustenance things, and play out a multi-group examination of significant worth mindful and non-quality discerning shoppers. The results procured reveal a negative effect of the derivation brand mindfulness brand quality on the buyer's relationship with the SB in view of the more conspicuous danger clear for these brands. This effect is altogether more unmistakable in quality cognizant purchasers, a critical section for retailers since it builds up the goal of their first rate SBs. The results show retailers that interest in correspondence of SBs is absolutely critical to pardon SB utilitarian peril and develop customer base by connecting with quality conscious buyers. The assessment has enormous consequences for the retailer's methodology for advancing SBs in sustenance things (Oubiña & Rubio, 2014).

Brand awareness, as considered important component of BE, plays crucial role in buying choices of consumers as it helped them to recall the particular brands while they shop. This study was steered to see the impact of BA on buying behaviour of consumer and how they perceive the quality of any particular brand. Furthermore, it is an attempt to uncover the significance of independent BA with regards to customers' purchasing choice and, then again, the significance of supported brand awareness while surveying the apparent risk related with the acquisition. The investigation is led in a relative way, considering the

instance of strong versus non-solid items, and with centre around urban Romanian consumers (Moiescu, 2009).

This paper develops a multi-disciplinary extent of the brand signature create by strategies for composing study and fundamental data assessment. This assessment explains that brand signature incorporates (I) endorsing of consistent shopper way toward scattering of a brand name and brand logo (involves typeface, structure, and concealing); (ii) the explanation and mission for a specific message and the idea of the relationship to customers similarly as consistency in correspondence; and (iii) the use, support, and upkeep of housing brand signature systems dependent on the usage of on the web/disengaged media. SEM is used to test the proposed model. The results show that brand signature consolidates spread of its estimations; image mien with two sections (brand association alongside conviction); BA contains acknowledgment and consistency in brand offensiveness and presented by brand execution utilization. Brand mark is proposed as a gadget accommodating for the organization business to manage their overall image reputation and execution (Foroudi, 2019).

2.3.3 Brand Association

The brand associations are not benefits directly to the owner even this brand symbol or images can be associated to the particular brand product and its associated attributes and internal features which attracts the consumers and benefit them if buy that brand or product, for illustration, the sound of Nokia product, the blue and red colour on the Pepsi brand etc., Kotler (2011), the associations are not “main cause-to-purchase that product” but its associations which are providing the uniqueness in the product and its attributes which make it different from other similar products which can be a forcing drive to make the initiation of the consumers to buy that product and almost these attributes and qualities cannot be possible for the competitors to replicate easily and this brand image is association always keep perception of those unique product’s standards and qualities of the subjected brand item towards a recognized creature, Teng (2008), as an example, a well-known hotel namely “Hyatt regency” is associated with more comfortable, more luxury and expensive due to its quality and comfort and these associations make it different from other hotels; another example of a car namely “BMW” is associated with a state of art designing and engineering along with its sophistication feature, having more fun of elite driving, beautiful colours and

its internal passenger security features which make it unique and distinctive from many other cars (Keller K. , 2009).

The brand affiliation is anything which is somewhere down in client's psyche about the brand. The brand should be related with something positive so the clients rate our image to being positive. The brand affiliations are the traits of brand which come into buyer's psyche when the brand is discussion about. It is connected with the certain and unequivocal implications which a shopper relates with a particular brand name (Aaker & Joachimsthaler, 2000). The association of any action, thing or image with a brand is also understood as a level of a particular unique services or an item which is well known in the market through its specific features and functions along with its quality standards and selecting a brand product at the time of purchase, this is more significant for the consumer that the brand image which is selected to be purchase by him or her should have some significant and positive product's quality attributes and more advantage association which are the main cause to form that product in the positioning during the marketing. Perceived durability of brands will help to produce positive BAS. Customer must have in their mind that brand will fulfil all their requirements. Like this BAS plays a role to gain goodwill for the organizations and maintain their positions in market place and no rivalry takes place as well (McKee, 2010). BAS does not mean generating profits only, on another hand these are more insubstantial in nature. All kind of brands want to associate itself with something special and positive which make it different from their competitors, for example a restaurant would like associations such as with a good taste of their food and superior quality of their food, whereas an airline's brand would want punctuality and comfort in their flight timing and their services in the planes. The degree of association is also important here and all of these bran competitors might have similar brand associations but the degree or extent of one might be less or more than the other (Moore & Reid, 2008).

Reflection from the association of a brand image is the real position of any business strategy with regards to the brand image which is the basic significantly assets of the organization (Aaker & McLoughlin, 2010). They also stated that the concept of the brand association can be understood as everything which is related to the memory of consumers in shape or a picture of a brand in terms of quality standards and some specific characters or product features along with the factors such as buyer's income, the product's price, taste and preferences of the customer are important when a customer makes a buying decision. The

primary goal and aim of organization is to generate their brand image more attract full and interesting, unforgettable and pleasing for their consumers as well. According to another researcher Heding (2009), the brand reflection is the perception of a particular set of understanding and some specific quality standards which ultimately put their customers satisfied and force to buy that brand, He also defined that the brand association have four dissimilar categories of associations which build up the these categories of brand associations, exclusivity of brand associations, brand image, these brand association's favourability and the main strength of brand associations as well.

These types of associations can be divided into three different categories such as its basic attributes, its benefits and its attitudes towards customers in which the benefits mean that the consumer's personal likeness and standards are definitely emotionally involved in the related brand image (Heding et al., 2009). The next thing that characterized the second type of association which is basic attributes that describes the primary functions, main features and the services of the related product such as the physical appearance of the main branded product can be the example of the attributes and the association can be understood as an attitude which can be measure as an overall decision of customer and quality evaluation by related consumer with regard to the concerned brand product and it is very important since this is often what their brand choice is on the consumer base (Heding et al., 2009).

When there is brand association with fair trade customers will base their buying decision differently and one thing that will be especially different, that is the price in addition to quality standards of product and services produce and accessible by the organization. The ultimately, the brand association with fair trade will always a major cause to upturn the basic value of the services along with products due to brand image's value, which the researcher have taken into consideration and used in his research study (Woolliams, 2004). Another study determined the relationship of brand image with required quality standards, customer's demand, product features and the functions of the product and quality of services, whether or not the customer will look at the brand's personality different when it is associated through fulfilling all consumer's all requirements. This is the reason why the reader has been introduced to brand-association, personality and perception (Haugtvedt , 2008).

This investigation surveyed the impact of BA, BAS and item quality on BLY and intention to make purchase again among male consumers in South Africa. It is likewise basic

to take note of that, regardless of the hypothetical commitments made by numerous researchers on repurchase goal of different brands, they appear to be a scarcity of studies that have explored the impact of BA, BAA and item quality on BLY and repurchase aim. The investigation used a quantitative research configuration utilizing an organized survey. Also, they study utilized an example of male consumers in Gauteng area of South Africa. Four speculations were set and to observationally test these theories, an example informational collection of 150 was utilized. The discoveries demonstrate that brand awareness affects BLY, BAS impacts BLY, item quality impacts BLY and BLY applies a positive as well as critical effect on buy goal. The experimental investigations gave productive ramifications to academicians by making a huge commitment to the brand the executives writing by deliberately investigating the impact of BA, BAS and item quality on BL and repurchase aim. This investigation in this manner, remain to tremendously contribute new information to the current collection of brand the executives writing in Africa – a setting that is frequently generally dismissed by certain analysts in creating nations (Chinomona & Maziriri, 2017).

Brand associations are centre component of CBBE and social BLY is an appealing result of CBBE. In this examination, information from buy board and consumer studies converge to uncover the connection between a consumer's past conduct loyalty and their present fondness to give brand associations. The outcomes showed a positive relationship, where those with a higher purchasing recurrence and a higher portion of classification prerequisites are bound to give brand associations. The discoveries additionally showed that portion of class requirements played a vital role for BAS reactions contrary to the repurchasing aim. This result recommended that the utilizing experience has way more noticeable influence on BAS as compare to consumers' repurchasing aim (Romaniuk & Nenycz-Thiel, 2013). Until this point in time, the brand equity writing has been constrained as the valuation of a key driver of CBBE. Researchers in this study came up with another component of CBEE which is BAS quality. The creators ' point is to address this hole by building up another, consumer-based proportion of brand association quality, a basic component of CBBE. Research has been conducted on a famous brand McDonald's to prove that how quality associations gave a right map to management for improving and enhancing CBBE (French & Smith , 2013).

Four periods of research were directed to investigate female school consumers' attire brand information utilizing understudies from a south eastern college. Initially, results from

an overview uncovered a positive relationship between attire brands' review and acknowledgment exhibitions (Phase 1). In Phase 2, through a brand-arranging task, four significant attire brand classifications normally saw by female school consumers were distinguished. An online review with an arbitrary example of understudies (Phase 3) found those brands having high levels of BA were not really connected to increasingly good brand associations. At last, an online examination uncovered that consumers' psychological structures of brand-class participation were fundamentally influenced by the model of order they were approached to use by the specialists (Phase 4). This investigation gave knowledge into the builds of brand awareness, brand associations, and the three models of order which may help consumers while recognizing and characterizing clothing brands in the market (Dew & Kwon, 2009).

The investigation makes an endeavour to find the level of brand relationship with respect to the brands in the carbonated soft drink market and the levels of relationship concerning different brands. This examination inspects whether there is customer brand relationship in the assurance of carbonated soft drinks in Manmunai North Divisional Secretariat Area, Batticaloa in Sri Lanka. Brand Association involves three estimations: Brand Image, Brand Attitude and Perceived Quality. While three factors separately have more critical degree of Brand Association, the Pearson's association examination explores a strong decidedly huge association among estimations and elements. The revelations of the examination show that brand affiliation impacts the customers' tendency of carbonated soda pops (Elangeswaran & Ragel, 2014).

This paper inspects the connection between brand associations and brand loyalty in US pro game. To contemplate the connection between 13 brand association measurements and brand loyalty, a study of pro game consumers were considered (N =929). After empirical analysis, some of the dimensions have positive relationship and some of the dimensions of brand association have negative relationship with brand loyalty (M. Gladden & Funk, 2001). Brand character refers to human characteristics related with a brand. This paper examined impact of brand character on BAS and four more constructs in Thailand. Target population was consumers of fast food KFC brand. BAS showed a mediating effect for measuring brand character (Suvenus & Kawpong, 2009).

Likewise, another examination intended to measure brand associations with regards to a wellness club, investigated the impression of BAS on improvement of BL, and explore the job of SQ on the advancement of brand associations. The exploratory factor examination uncovered different brand association factors: fame, the board, logo, escape, nostalgia, accomplishment, sentimentality, pride and influence. As far as the connections among brand associations, loyalty and SQ, the relapse investigations uncovered that: five of the eight brand associations (escape, nostalgia, pride, logo, and influence) altogether added to the expectation of loyalty, the SQ measurements anticipated noteworthy measure of changes in all the eight brand associations (Alexandris, 2008).

Another paper used the substitute perspective of specialists concentrating to show these two segments of relationship that it might be made a brand attention to improve customers' insight. In light of this view, the paper introduced an unprecedented hypothetical association between brand value and brand relationship as two changes significant factors how to improve a brand quality in the field of brand. Regardless, a large portion of existing scholarly works independently target brand value or brand affiliation itself works at the investigation recorded of brand the board. It is meriting call attention to that these two factors should be gotten together with to researching the brand impacts. For a critical clarification is that these two components are natural and in this manner help with giving the making establishment of the brand relationship. In this manner, dismembering the association between brand value and brand affiliation is fundamental (Wang J. , 2015).

Brand supervisors show impressive exertion to characterize planned brand associations to stay in consumers' psyches. They follow a philosophy profoundly established in branding writing: planned brand associations drive consumer reaction and brand equity. This article explores the advantages of a solid cover of real consumer brand associations and the board planned brand associations (brand association coordinate). The article presents results from two enormous scope contemplates (3353 and 1201 respondents) including one consumer products and one help brand with various operationalization of consumer reaction (attitudinal and conduct). The outcomes show that consumers with high brand association coordinate show progressively positive brand reaction. Be that as it may, in the wake of representing the valence of associations coordinate doesn't include logical force. This result difficulties a key establishment of brand the executives. The conversation recognizes reasons

why match may not be important to accomplish reaction and gives contentions why the outcomes don't infer free play for brand supervisors (Koll & Wallpach, 2014).

2.3.4 Brand Loyalty

The empirically research for the marketing had always in favor of a researchers' Dick and Basu (1994) theoretical framework concerning the consequences of the loyalty of a brand image and brand name as well. The other authors like Taylor (2004), Chaudhuri and Holbrook (2001) have been stated already that a strong and good brand always affect positively (in form of a good strong response from the consumers as an emotional brand loyalty towards the same brand in which he or she used once), the brand influence and the most trustworthy belief of the consumers towards the same brand image, consumer's trust on the product's quality as well as its reliability and consistency of the product's quality, the consumer's most preparedness to pay the suggested tag price and his or her rely to the dependency on the availability of the same brand product (Roberts, 2004).

As stated by an author Whang (2004) an important impact of a trust for a specific brand on the most significant loyalty for that brand image can be measured as its most respect from the consumers which have been used the same brand products previously when he or she make a new purchase but from the same brand (Taylor, 2004; Chaudhuri & Holbrook, 2001). They also in well support and in favor of the most significant loyalty, brand respect and brand love in which they purchase repeatedly and considering the same quality and reliability of the new product as they have past experience. The current research study involve the two factors of measuring the brand loyalty such as consumer buying behavior and consumer buying attitudinal standard with regard to the loyalty can be understood as "consumer's brand loyalty or brand love" (Pawle & Cooper, 2006).

The loyalty with the brand by the customer is always considered as a significant element of the product marketing which always has an impact as a rise in brand equity. Some research works supported this proposition (Gil, 2007; Taylor, 2004). As a result, mentioned below statement suggested that the brand loyalty by the consumer is always keep a strong positive influence and the direct corporation to overall increase the assets in terms of customer's brand loyalty. An agreement which is already made between many authors with affection to the positive impact of the customer's brand loyalty and their self-esteem and the

customer BLY can also be understood as a significant relationship of BAS between firm's assets and its product's brand loyalty and no doubt this is most feasible to make unite these all elements as a one unit (Tong & Hawley, 2009).

The base on the brand loyal consumer always represents the obstructions such as for new entry, a premium price of a product for business starting point and this is most feasible time for making a positive response towards the associated business competitors and even stakeholders and the brand loyalty of a consumer is always measured as a basic element for the branding system in the business activities (Aaker, 1996). In addition, customer brand loyalty is ultimate target for the organizational higher management and if an organization require a test trial for their firm's strength and weakness regarding the influence for the attraction of their customers' brand loyalty, that can simply ensure whether their customers are remain in the favour of their product in contrast to their related market challengers as well as the consumer's loyalty is also measured as the purchase behaviour and attitude for subjected product along with brand preference from their past usage and purchasing practice and behaviour (Deighton, Henderson, & Neslin, 1994). And that can also be considered through the percentage of the rating by the customer with regard to the same brand or product. Assael (1998) also disclosed that the consumer's brand loyalty is definitely measured as customer's brand and product satisfaction from their previous purchase exercise and as well as the use of the same brand product with satisfactory level.

According to the researchers Baldinger and Rubinson (1996), the customer BLY could be understood as the most significant preferences of the brand which customers are generally not believe on some other brands at the time of selecting and purchasing their required product and services. The consumer brand loyalty always shows the consumer's buying commitment as his or her repeatedly buying the same brand item and also show that the customer is not willing to change his or her purchase attitude which is called as customer brand loyalty (Oliver, 1999). The customer brand loyalty is always added in customer's buying behaviour as well as attitude of purchase intention toward the buying of a brand product in which that consumer buying behaviour loyalty always considered as a consumer's reputation of his purchase practice and the customer BLY attitude is understood as a psychological commitment on the way to favourite brand product (Hollis & Farr, 1997; Brandt & Prus, 1995; Assael, 1998).

Thus, the numbers of the time of buying may not equivalent to the customer brand loyalty, Oliver (1999), for instance, the repurchase of a specific product by the customer does not meaning that he definitely love to buy the same product, but he may repurchasing the same brand product just because of his own convenience or maybe there is lack of a variety for the brands and products which the consumer is seeking to buy the especial convinced item and services infrequently (Liao, Cheng, & Tseng, 2009). A genuine brand loyalty of the consumer can also be understood as when customers and its brand loyalty are combined tending with regard to these elements, otherwise, this attitude or customer's act is only be able to understand as a consumer's spurious brand loyalty when there is only customer's buying behaviour and customer's buying attitude as an important elements can be found in above mentioned situation (Baldinger & Rubinson, 1997). The loyalty with the brand is always be feasible to presented as a separately long term brand loyalty and a short term brand loyalty by the consumers while the customer's long term brand loyalty is always consider as a real brand loyalty because he or she is not willing to change his or her purchase mind even after a long term and where customer's short term brand loyalty is refer to those who do not purchase the same item every time that is why these customers are not consider as the real brand loyalty because they change their purchase attitude when they found some other better product or brand (Jones & Sasser, 1995).

The consumers having affirmative commitment for BLY through a specific brand product which may have some consistency in the search of business related marketing activities concerning a significant brand products are also in term of entitled for a "brand loyalty" (Besanko, Dubé, & Gupta, 2005; Bandyopadhyay, 1997). In addition, the consumer's brand loyalty is also considered just as two different elements such as the consumer's "action brand loyalty" and secondly the consumer's effective brand loyalty" with the same brand product. The consumer's effective brand loyalty is referred as preferences of a specific product or particular brand from overall customer's most satisfactory level by the products which he or she has experience for the utilization of the same in the past and however, it also representing the consumer's attitude and the future intention for a repeatedly buying the same one (Brown, 1952). While this attitude is not a confirmation sign by the consumers that he or she is again ready to take a definite buying action in near future which shows that it is very difficult saying that a customer can always hold his consumer brand loyalty for one product and as well as one brand (Kan, 2002; Oliver, 1999; Jacoby & Chestnut, 1978).

A constructive behaviour always developed by an optimistic approach such as an experience of consumption for a number of same brand products is always give directions towards a consumer brand loyalty which definitely defined as a term of perspective from a customer's buying behavioural and his or her purchase attitudinal actions with regard to the brand loyalty (Dick & Basu, 1994). As many others researchers, Fournier (1998), Chaudhuri and Holbrook (2001) also agreed that the consumer's attitude towards his or her loyalty with a specific brand can be considered as a brand commitment which definitely show the consumer's most willingness of retention to remain like a brand and love to have a positive association with that specific branded product. Dick and Basu (1994) also recommended that the both classes of consumer brand loyalty and consumer's attitudinal perspective are in terms of theoretical brand loyalty framework, Aaker (1991) also disclosed that the consumer's loyalty with their favourite brand must be measured through the quantity of that products which he or she has purchased in past and the intention to buy the same one in future by him or her. When a customer becomes brand loyal then he sticks to its purchases even if features got change or prices got higher (Aaker, 1991). The lower level of customer brand loyalty always includes switchers, which are comparatively not understood as a brand loyal while purchasing new product or repeat purchase and these customers may always continuously seeking for new variety of products as well as brand and also more price conscious when they go for buying their favourite brand product on cut price sale and brand promotions offered by the brand organization.

At the middle level of the customer brand loyalty is consistent purchaser of the same brand products, which always likely to continue their buying for favourite brand product and not looking for any other substitute product as well as new brand item, while he upper level of customer brand loyalty of those consumers who are most satisfied consumers through their switching attitude for the price of their favourite brand product. Further explained by Baldinger and Rubinson (1996) that customers are definitely not agree to change their favourite brand with any other alternate brand product just because of switching price of that product at the time of purchase, funds and risk of the functions and characteristics of the substitute product and the top level of the customer brand loyalty is the purchaser's own commitment to buy their favourite brand product only without any confusion and errors and they make them continue buying of their same favourite brand regardless its cost just due to they have much enough positively attached to the same brand and utilizing their same

favourite brand product instead of those purchasers which just like a product having any type of brand then a specific one (Aaker, 1991).

Another exploration examines impact of BJ on BLY and brand buy expectation utilizing the focal points of multidimensional nature hypothesis. Initially, the investigation conceptualized and operationalized perception segments of brand equity. Further at that point inspected the elements of brand recognition and by surveying the results of ideal BJ, the examination empowered a superior comprehension with respect to whether a brand advertising approach assists with improving showcasing performance. Foroudi (2018) led this examination by utilizing a blended approach, starting with interviews so as to increase a superior comprehension of the connection between the components of BJ. These were trailed by a poll overview, and the subsequent information was dissected through investigation. The outcomes demonstrate that brand mindfulness, perceived quality, brand affiliation, brand affection, brand picture, and item nation picture strongly affect the BJ. The finding showed that it is the mixes of different perception components of brand equity instead of any single factor that affect brand loyalty and brand buying goal. The outcomes strengthen the significance of BJ for the style business, which should be progressively intellectual so as to build their clients' brand loyalty and purchasing decision towards brand (Foroudi, 2018). An example dependent on 200 clients, utilizing basic condition demonstrating approach, BLY and BI had solid impact on BA. The discoveries of this investigation proposed that the BA completely intercedes influence of BLY and BI on brand equity (Shabbir, Khan, & Khan, 2017).

Brand equity was separated into seven variables. Corporate branding was concentrated regarding corporate affiliations, corporate exercises, corporate qualities, corporate characters, and useful advantages. All measurements considered for this exploration were estimated utilizing a legitimate and solid survey created dependent on a profound writing audit. The consequences of this examination affirmed positive just as noteworthy impacts of every single autonomous measurement on brand loyalty, with the exception of subjective experience. The primary commitment of this paper can be found to bridge the gap to reconnoitre for the inspiration of BEP, equity and corporate branding on loyalty in Jordanian organizations. Jordanian clients are mostly centred around full of feeling experience of a brand as opposed to on tangible or subjective experiences. Firms can get benefit by this exploration by using such ideas to upgrade brand loyalty and directing further

investigations to investigate different elements basic factors may improve loyalty. The significant constraint of this exploration is identified with the example district since it was led in two urban communities as it were. Future research ought to consider different organizations in Jordan (Abraheem, 2017).

The discoveries affirm intervening job of consumer loyalty in relationship of SQ along with BLY, corporate picture and BLY, perceived worth and brand loyalty (Ashraf, Ilyas, Imtiaz, & Ahmad, 2018).

2.3.5 Perceived Quality

It can be measured as customer's viewpoint with regard to product's functions, product price, product quality, product features and its overall look and mainly the product's market value (Dodds, William, Monroe, & Grewal, 1991; Zeithaml, 1988). Another researcher Bhuian (1997) also considered that the PQ is always understood as an evaluation of product by the consumer with regard to its value and price as compare to the quality and functions of the product and the market value to that brand or particular product as well and even the judgment for the specifications of the subjected brand and product's consistency which help to add its price and overall value in the market or in the eye of a consumer. Garvin (1983) stated in his research that the perceived quality is understood as a foundation of ultimate end user's acknowledgment regarding the subjected product's functions and features which are defined against the brand or main product in the orientation of the primary manufacturer as well.

Many differences among the observation of quality of product and the objectives are lying there while a quality objective always standardized from a pre-developed quality standard for the specific brand and product and there is a positive influence for the perception of the product's quality standard through the external products and as well as internal product's features, product price, product attributes, product quality standard and design which are most likely on the basis of consumer's own evaluation (Zeithaml, 1988; Olshavsky, 1985). Another researcher Kan (2002) stated with regard to the quality objective that the consumer always evaluate their brand and product from his or her past experience and information of using the same brand product and its reliability and durability, product's technology and its associated benefits, the functionality of brand product, especially at the

time of purchasing the same brand product. Two authors Dodds (1991), Zeithaml (1988) described that perception for product quality is just his or her own judgment which is always based on the accumulative brand product's remuneration along with its main features and overall its reliability standard and product's quality standard. Furthermore, Corfman and Holbrook (1985) stated that customer's viewpoint regarding quality of product is a relative thought that hold the situational factor of brand product, innovative features as compare to other brands and few other individual attributes of the same product and its associated brand name.

Van Gelder (2005) stated that the brand viewpoint is impression that consumers take brand is based on experience from customers. Perception includes customers' brand image and brand experience. The perceptual process explains how a perception is established. The process starts with response from our senses. Nose, eyes, ears, mouth and fingers gives us stimuli from elements such as colours, lights and resonances. Opinion is the procedure when the feelings are carefully chosen, systematized and deduced. Individuals receive stimuli from the external environment and after selecting, organizing and interpreting them we link a meaning to these stimuli and a perception is created. Signals from a product thus give us external stimuli and we form a brand perception (Fournier, 2008).

The visual part of a product includes advertising, store design and packing. The visual parts can be adjusted by products size, styling, brightness and distinctiveness from the competitors. Smells and sounds in stores are important factors to establish the desirable consumer perception for a product. In consumer behaviour the effects from our touch senses are not investigated as much as our other four senses, but for example a feeling of roughness is often more valuable for men while women tend to prefer smoothness. An area in which there has been a lot of research however is our taste senses, something that is vital in the food industry (Van Gelder, 2005). Today consumers are often exposed to more information than they are capable or willing to process. Companies have noticed this and a lot of advertising today focus on getting consumers' attention. Consumers therefore have to select which of the information to take in and process (Walchli, 2007). The point of one examination was to discover the circuitous relationship among the brand equity measurements on brand equity. Brand equity measurements incorporate brand affiliation, BA, BL, perceived quality and brand picture. In this examination, 300 questionnaires were distributed. After empirical

analysis, the outcome demonstrated an interceding relationship between elements on brand equity (Hapsari & Michael Clemes, 2015).

The perceived service quality measurements distinguished were substantial quality, firm quality, confirmation, responsiveness, compassion, and picture. The experimental discoveries uncovered that "responsiveness" was seen as the hugest indicator of consumer loyalty. Then again, "picture" (corporate picture) has a positive yet lowermost critical relationship with consumer loyalty subsequently every single additional construct (Kant & Jaiswal, 2017).

These days, the brand gets one of the fundamental thought processes in the consumers' decision of a specific nutrition item. The point of this paper was to explore the consumer sees brand and the amount it influences the assessment of the utilitarian attributes of the item, fundamentally item quality. This paper breaks down the deals of tin jars just as investigates the impact of the item brand on deals. The primary finishes of the paper are that consumers don't esteem items based solely on their physical attributes and that during the time spent creation a buying choice while picking another option, consumers will initially see the brand as "an indication of quality" and afterward other assessment standards (physical appearance and packaging, value, the notoriety of the retail arrange (Vranešević & Stančec, 2003).

Likewise, reason for another examination was to explore the relationship among consumers' PQ, and intention to buy again towards green items at Parkson Bandar Utama, Selangor. The perceived quality was taken as independent variable whereas repurchase decision as the dependent variable. Questionnaires were distributed among the consumers who recently bought the green items. Empirical analysis results showed the significant relationship between both variables (Ariffin, Yusof, Putit, Izwan, & Shah, 2016). Quality is subjective depending on each person's preferences. In this way, the association's showcasing system must be completed by mulling over not just the consumers' unbiasedly quantifiable necessities and desires yet in addition their emotional observations regarding what really comprises a quality item. Going to Olson and Jacoby's differentiation with respect to the distinction between an item's inborn and outward characteristics, the creators played out the estimation of auxiliary condition models so as to survey the commitment of organic product item credits to the Spanish consumers' view of quality. In this article, the writers show that:

(a) perceived quality in organic product items is a multidimensional idea relying upon both natural and extraneous traits; (b) inherent characteristics apply a more noteworthy impact on perceived quality in organic product items than do outward properties; and (c) an exceptionally predetermined number of traits (just seven out of twenty) stand apart as being factually critical to the consumers' view of quality in organic product items. At last, they give factual assessments relating to the general commitment of the most noteworthy inherent and extraneous credits to perceived quality in organic product items (Sule Alonso, Paquin, & Levy Mangin, 2002).

Past investigations on social undertakings announced that dissimilar to private endeavour consumers, social venture consumers welcome the social estimation of the undertaking items and that social worth influences consumer loyalty and repurchase aim. Notwithstanding, past writing likewise called attention to that concentrating just on social incentive as the factor influencing buy conduct doesn't mirror the adjustment in the circumstance of social endeavours. Choi and Kim (2013) expected that social as well as an assortment of other worth consumers see from the results of social endeavours impact consumer fulfilment and repurchase goal. The motivation behind this investigation is as per the following. To start with, we expect to discover the client esteem for the items and administrations of social undertakings. Second, they mean to look at whether the positive connection among quality and estimation of items/administrations detailed in various past investigations applies to social undertakings.

Third, they might want to see if fulfilments from social undertaking items and administrations influence the real repurchase aim. At long last, so as to discover dynamic association among the factors, this examination models the key progression of the variables affecting the social endeavour consumers' repurchase goal: perceived quality, perceived worth, consumer loyalty, repurchase expectation. The outcomes show that there are connections between the consumer impression of quality and that of useful, passionate and social worth. Researchers likewise discovered positive connections between the impression of utilitarian, passionate and social worth and consumer loyalty. Our discoveries show that the consumers of social ventures see social worth, alongside the practical and enthusiastic worth, through the quality of items and administrations. The perceived worth affects consumer loyalty and repurchase goal later on. This investigation shows that the positive connections among quality and worth and consumer loyalty and repurchase expectation

found in various past examinations additionally exist with regards to social endeavours. In the last area, we talk about the handy ramifications for social ventures based on the discoveries of our examination and present the bearings for future investigations (Choi & Kim, 2013).

Ongoing exploration showed that consumers hold huge worries about the quality of remanufactured items. To all the more likely comprehend this wonder, this original copy joined overviews and exploratory examinations to distinguish the components of perceived quality—as perceived danger of usefulness and corrective deformities—and their huge effect on consumers' willingness to pay (wtp) for remanufactured hardware items. The examination additionally controlled for elective clarifications for wtp proposed in the writing, for example, consumers' wtp for new items, brand judgements, and different segment characteristics. Critically, the investigation exactly assesses the extent and conveyance of markdown factors for remanufactured hardware items—the proportion between wtp for a remanufactured item and wtp for a relating new item—among consumers. At last, the original copy logically thought about a monopolist's choice to incorporate remanufactured items in its portfolio under both the observationally determined rebate factor dispersions and the traditional direct interest model, which expect consistent markdown factors. Strikingly, the old style straight interest model remains sensibly hearty for high-level bits of knowledge, for example, the nearness of cannibalization and market extension impacts. In any case, the diagnostic model that utilizes the empirically-derived circulations of rebate factors shows altogether higher benefit than anticipated by the traditional straight model. This basic connection between chance discernments, wtp for remanufactured items, and productivity gives new experiences on the best way to oversee request and item valuing in closed-loop gracefully chains (Abbey, Kleber, & C. Souza, 2017).

2.4 Customer Based Brand Equity

2.4.1 Brand Equity

Purpose of this literature review will discuss to establishing the significant theory regarding brand equity, and more specifically CBBE. As this research study is done through focussing definition of brand equity, advantages, its need, its value, measuring and building brand equity, types of brand equity and other critical dimensions or elements which involves

to generate the brand equity and explicitly the literature review will be on CBBE (Aaker, 1991). According to Kotler and Armstrong (2010) brand equity is characterized as far as the promoting impacts that are interestingly inferable from the brand. Generally, it is a common thinking by human resource managers of an organization to acknowledge the significance and basic significance of the CBBE which is always included as a firm's asset but even than sometime their business thoughts turned towards some short term benefits rather than to build the brand equity and a famous and enormous brand cannot be created just by chance, but it can be a result of more and more efficiency and effort accomplishment of multiple business activities which logically associated to different businesses steps or procedures with the end users or customers (Lehmann & Keller, 2008). Occasionally, the business researchers are fond desperately for different kind of brand models, business charts and graphs and brand items—but with their good motives and these business charts and graphs may cause to break down a little market knowledge and information regarding the complexities of the related business in which they can be able to disclose easily that business techniques with regard to a specific brand, Aaker (1991), and he depicted the CBBE as an empowerment of a consumer's buying behaviour and attitude toward his or her favourite brand and this craziness and loving attitude of a customer can be a great success of that brand (Kapferer & Schuiling, 2004). Generally, the customer based brand equity designed like a pyramid and it shows business the way make a strong foundation which develop a strong and positive buying behaviour for a particular brand and develops consumer's most loyalty with same brand (Arnold, 1992).

Keeping full knowledge, information and understanding of the consumer's need and want for the related item can be understood as a breaking down CBBE, although the consumer is demonstrating or vocalizing his or her need through spending the money (Keller K. , 2001). The CBBE can be understood as a term of any business marketing which illustrate the actual worth of a branded product or worth of its quality and this value is always set by the customer who pay with his or her most expectations from that product or services such as physical quality of the product, inside feature or reliability which the customer may have an experienced with that brand. It is basically positive brand equity when consumers think highly for a specific brand, and other side it is negative brand equity when peoples disappointed from a specific brand and going to avoid for their recommendation of the same brand (Knapp, 2000).

The phrase 'Brand equity' is using as a slogan in the entire field of business market that illustrate the true value of the concerned product or an organization which have its own familiarity in the concerned industry and business market (Keller K. , 2003). It always based on the specific new business ideas and thought launched by the owner of the organization or specific product who is definitely able to make recognize his or her product by the customers with brand for generating the maximum price and value through selling his or her products with that brand which resulting that their ultimate all customers believe that the branded item is more reliable with regard to the quality, its features, its beauty, price level and reliability is much better than all other items and products which have no brand with them (Aaker, 1991).

Brand equity always understood real value branded product or its related organization that is more well-known in the associated industry or among the end users of the same product through its basic price, features and quality as well (Leuthesser & Harich, 1995). It has also been discussed in literature that cognitive psychological brand equity and economical informative brand equity in which they explored major values of the brand equity. This with respect to cognitive psychology, it falls with the awareness of the customers with regard to its different internal features of the related product that leads towards the main attributes and customer's significant perceptions and thoughts, Aaker (1991), while the brand equity with regard to the informative economics is understood as a powerful recognition of the product's brand that really works like a market credible signal for the quality of concerned organization and its all related products major features which simply give a silent message to the ultimate user of the product as a guarantee of the product's reliability (Ailawadi, Lehmann, & Scott, 2003). Empirically, Aaker (1991) stated that it had been established in the business industry and marketing field, the brand equity always put a significant function in the determination of the true value of the concerned product and its associated organization as well which should charge that value to their customers and buyers from that brand equity after controlling for observed product differentiation.

Many authors have already described that the brand of an organization is the one of its most value able assets which a firm have so many other value able assets and the brand equity is a single element that always a cause to increase the fundamental price and value of an organization for the owner of that organization and brand (Baltas & Saridakis, 2010). No doubt, there is not a single factor which can be added the real value and a cause to increase the product's value called as BE. This is not limited but it also includes the product's margin

of profit, the market share of the concerned product when market is getting change, acknowledgement and recognition by the customer for the related brand along with all other visual factors and associated important elements and finally the consumer's perception with respect to the brand quality and any other related brand value (Neumeier, 2006).

The significant knowledge and information regarding particular brand is always governs and depends on the owner's way of marketing and advertisement style for the concerned brand in the local or international market place (Grannell, 2009). And the true brand equity may be developed through strategic business investment on the local or international television channels and using other communication sources for that advertisement and marketing which are available in the market to provide a brief knowledge and important information along with brand status and value that definitely increase the consumer's demand with their gratitude through the economic development for getting the organizational margin of profit as well as their market shares in the local market and the value of their brand prestige (Keller & Aaker, 1992). Normally, these business strategic investments also a cause to promote the employee over time for performing and giving a payback of that owner's business investment and this also increase the consumer's trust for the quality which directly associated to the brand value and in other words brand equity. The brand equity can also grow without planned way (Metzger, 2011).

No doubt, it is done with respect to the above stated definitions of the CBBE that it is the multi-dimensional concept for firms (Chernatony & McDonald, 2001). And it may be measured through the numeral business perspective that includes the monetary system of the organization, the customers, the organization itself, the entire workers and the whole members of the firm and the means of the communication among them all elements especially between brand and consumers (Supornpraditchai & Miller, 2007). With regard to the customer's view of point, the CBBE is involved to represent the major product and brand attributes like, a good looking and reliability of the brand product, the consumer's trust on the brand due to its functionality and better performance, more efficiency and low level of failure risk due to low product quality and the cost of brand product which always representatively add its value to the strong positive equity of that brand towards the customer because the CBBE can be measured as a differential impact of associated brand information and recognition with the positive answer of consumer on the brand marketing (Keller K. , 1993).

Brand formation and brand valuation is becoming so important in all global forms in this era. It is determine that direct relationship amid corporate ability association and CBBE as well as effect of both on outcomes of products. Empirical findings showed a solid association among both variables (Wang, Wei, & Yu , 2008).

The motivation behind another investigation was to recognize overflow relationship of various branding components on CBBE. The examination proposes a scientific methodology for estimating CBBE. This research assesses the overflow impact of the marking components. Structural equation is utilized to discover the overflow impact of various marking components on brand value estimated by brand resonance. The discoveries uncover that consequence of devotion and execution is huge in affecting brand value of durable products (Choudhury & Kakati, 2014).

Because of the exceptional rivalry in commercial centre, clients these days are presented to a few brands from over the globe. It is broadly perceived the significant job of brand picture in setting up brand mindfulness and brand disposition. It is debatable by most of the researches on association between the elements of BE but no convincing choice has been made. The motivation behind the exploration was to research an association among the BE elements and propose a model that predicts the buy aim in design industry. The outcome affirms the significant relationship between BE components. Unexpectedly, there was noteworthy relationship between PQ on purchasing behaviour of consumers as compare to brand image (Khan, Razavi, Hoe, & Chen, 2015).

Another investigation reports an autonomous evaluation of latest set of CBBE. The current research utilized marginally altered items in an alternate setting of CBBE scale proposed by Donthu and Yoo in 1997. 272 respondents reacted to BE scale for various brands and mixes of brands in a co-branding setting. The outcomes recommend that speaks to a sufficient initial step, further scale advancement is required. By and by, this scale advancement has carried us more like an all-around acknowledged proportion of buyer based brand equity (Washburn & Plank, 2015). The motivation behind another paper is to endeavour to overcome an issue in writing by characterizing and operationalizing explicit brand equity builds and testing the connections between CBBE and BP of particular brand in market. Current writing has concentrated that no agreement on how ought to estimated and what develops ought to measured for estimation procedure. Results after empirical analysis

proved that constructs of CBBE are positively correlated with performance of brands in markets (Tolba & Hassan, 2009).

This examination analysed the forerunners of brand equity, for example, brand awareness, saw quality and the intervening job of a brand Image on brand reliability. Absolute number of (n = 150) polls were disseminated among the customers living in four urban communities (Islamabad, Rawalpindi, Sialkot, and Sargodha) of Pakistan. Out of the absolute surveys just (n = 130, 86.6%) finished polls were gotten. Pearson relationship, direct relapse and numerous relapse tests were utilized to test the information and surmise the outcomes. Results show a positive connection between the autonomous and ward factors. Also, intercession has been found between BA, PQ and BL because of brand picture. It implies that brand awareness and PQ build up the brand picture which at last yields brand reliability. In this way devotion projects of refreshment organizations should concentrate on brand awareness and customers' impression of value. By and large, these outcomes show that the impact on brand steadfastness changes across different factors of the investigation. The outcomes contribute essentially to the brand equity theme (Saleem, Rahman, & Muhammad Umar, 2015).

Another research work identified and tested the job of three principle indicators: consumer inclusion, consumer cooperation, and self-expressive on client commitment. It was likewise proposed an immediate impact three parts of CBE on CBBE. Utilizing on the web overviews, we assembled information from fans/devotees of cell phone specialist organizations, by means of Facebook. The information was dissected utilizing structural equation demonstrating. Based on SEM, it was bolstered that CBE perspectives were to a great extent anticipated by the job of consumer inclusion, consumer cooperation, and self-expressive. Notwithstanding, we find that enactment sway one component of CBBE measurements, in particular faithfulness. Further, we find that mindfulness/affiliations influence apparent quality however not steadfastness. To approve the CBE scale, future examinations could explore effect of scale utilizing other web based life stages for various brands. The restricted measure of experimental research on CBE was the inspiration driving this exploration (Algharabat, P.Rana, Abdallah, & Baabdullah, 2020).

Likewise, another paper investigated the impact of organization promoting blend elements on CBBE through exact investigation of versatile media transmission administration

in Indonesia. So as dissect information acquired surveys, quantitative strategies were utilized. Discoveries demonstrated that administration promoting blend components fellowship significantly affect client based brand equity measurements for instance BA, brand picture, perceived quality and brand dedication. At last, the investigation suggests that administration ought to improve the showcasing blend components by applying correct blend to increase CBBE so as progressively serious (Rusdianto, 2016).

The paper researches the connection between CBBE and the presentation of versatile correspondence organizations. A self-directed review poll was utilized to gather observational information on brand discernment alongside optional information on cell organizations' exhibition based on their client base. The discoveries uncover solid positive connection among CBBE and organization's exhibition. In brand equity component, saw quality has most grounded direct impact on organization execution though brand picture has smallest impact. The investigation set forward some helpful experiences into an extensive comprehension of CBBE in media transmission industry. The discoveries are progressively helpful to professionals in a manner to comprehend interface between brand observation components and hierarchical execution. The discoveries of the investigation help cell organizations to create viable publicizing effort and structure consumer loyalty arrangements and projects (Buzdar, Janjua, & Khurshid, 2016).

2.4.2 Values of Positive Brand Equity

The organizations which have their brand equity always charge little more to their customer than the normal market price just because of their brand equity. The positive brand equity always transferred from one customer to another that successfully create a continue link and customer extension and the concerned brand products that always included the name and image with the brand equity and the associated firm always get benefits for more earning with positive brand equity. The positive brand equity always helps an organization to boost their product price of entire stock (Park & Srinivasan, 1994).

2.4.3 Types of Brand Equity

It had been split in two different categories such as firm based brand equity and secondly customer based brand equity. The researcher is not discussing the first viewpoint of brand equity in the current paper which is firm based brand equity. The second perspective is CBBE which is understood as the most positive response from the satisfied customer towards a specific brand is always evaluated for the sake of the organizational interest that is success of the brand (Shocker, 1994). Here, the researcher focused on the CBBE for the following causes. First part of this cause is that the CBBE is always helpful to manage the funds such as using as a tool to raise the finance for the organization in term of adding more customers or in other words, it is a primary driving force for an organization to increase their funds through CBBE (Martin & Brown, 1990). The second part of this reason is that the organizational managing persons have no tool in hand to measure the CBBE evaluation degree and they can disclose the single attempt only to determine the CBBE. Though, Martin and Brown (1990), the dimensionality of subjected evaluative degree was not up to date according to their entire expectations which were ultimately caused to decrease the ability of execution for the related application of the evaluation scale.

Originally, the idea of brand equity was conceptualized and based on brand association, that was consisted on the brand conscious consumers and brand knowledge (Keller K. , 1993). According to an earlier statement, the brand equity is consisted with two main components, brand value and strength (Srivastava and Shocker, 1991). No doubt, a number of researchers have their own thought and perception as a quality of the product either the product consisted with intangible components or with tangible (Kamakura & Russel, 1991).

2.4.4 Positive Brand Equity

Worldwide famous brand title was given to Apple in 2013 and is best instance of positive brand equity. Apple continued to put up its reputation with Mac computers and then forwarded to add iPhones in brand range which satisfied the customers of computer because Apple fulfilled the brand promise (Franzen & Moriarty, 2008). Likewise, Wegmans a regional supermarket chain has developed a vast positive brand equity which results in huge crowd due to its reputation when Wegmans opened stores in new places (Southgate, 1996).

2.4.5 Negative Brand Equity

Food poisoning incident of Chipotle in 2015 showed that years of promising brand equity can be disregarded because of one negative occurrence. So retaining positive brand equity is equally important as achieving it (Simpson, 2015).

2.4.6 Components of Brand Equity

The research work of Swoboda and Zentes (2009) explained there are five components with regard to the CBBE such as the customer's willingness for his or her brand recommendation to his or her family members and friends, his likeability of the brand based on past experience with same brand, uniqueness of the brand or its differentiation from other competitor's brand and customer's own commitment to buy and use the same brand, additionally, another researcher Arthur (2011) stated regarding the customer's trust on brand, fanaticism and their emotional loyalty as a factor of brand performance. Therefore, the current research study also includes the "fanaticism" (e.g., "the customer is not willing to leave or switch from his or her favourite brand product even at any cost and situation") that was used by researcher Arthur (2011), and the factor of customer's trust on the brand and customer's brand commitment were used by the researcher Swoboda and Zentes (2009) in their research discussions. The brand differentiation and its uniqueness, customer's emotional brand loyalty and customer's brand willingness for his or her recommendations were also measured (Oliver, 1999).

2.4.7 Measuring Brand Equity

The consumer base brand equity is basically critical, even though it is legendary hard to measure at a scale, so number of experts had been developed different strategic tools for analysis of the brand equity that is the significant element of an organizational asset as well, even though they were not agreed upon the way to measure it (Farris, Bendle, Pfeifer, & Reibstein, 2010). According to these researchers the development of the consumer brand equity and its growth is the cause of a result through a consumer's past experience of the same brand quality product and the procedure which normally involves the related end user's association and his or her personal relationship with regard to the liking and disliking the

subjected brand which definitely disclose the following elements as a model Ailawadi, Lehmann and Neslin (2003):

- Through the advertisements, the brand can be rapidly introduced to the targeted audience which often by the same advertisement and the way in which they can get the knowledge, information and its notice as well.
- The customers make the brand as a most favorite and familiar through recognizing it at the retailer place or somewhere else.
- It's now time became to accept and acknowledge the favorite brand and recognize it as what it is and for what it stands for in which they are going to buy and use this brand item.
- Up on the customer got a positive and successful experience of the subjected brand item that definitely becomes the first selection of the customer at any cost.
- Following the multiple positive experiences by the consumers for a specific brand, the consumer just not recommend only that brand to his or her family members and friends, the subjected brand also becomes their most favorite brand which they only will like to purchase and use the same brand item regardless there are many other brand are available in the market, but the customer will trust on the same which they use it multiple times and customer always has thought so highly for his past experience of the brand and any other items that is associated to the same brand benefits from its positive glow.

2.4.8 Building the Brand Equity

Now-a-days, almost every organization in the world has a goal to build their own strong brand to retain their good customers and that significantly strong brand equity can be a reason to provides much more benefits to the owner of brand, Aaker (1991) in term of a brand loyalty from a large number of consumers, with low level of market crises and low competition vulnerability, with a greater gap and positive response from consumers in favour of brand, which direct to the organization to easily increase their product's market price, enable the firm to make a big business trade as a manufacturer and as an intermediary trader firm (Keller K. , 2001). The current research study discussed the development of the design of building a strong brand equity, which is called as the CBBE model (Aaker, 1991). No

doubt, there are many helpful perspectives regarding the organizational brand equity had been put forwarded and the developed design or model of CBBE provides an exclusive view of point with regard to the question raised that the true meaning and definition of brand equity and the method in which it should built this brand equity as a best along with the way to measure and manage the same (Keller K. , 2001).

The design for developing this customer based brand equity which is consisted on three main elements and goals such as the design should be truly grounded, well incorporated and logical, Aaker (1991), this design should be the true reflection of the state-of-the-art that should also comprised on real strong thoughts regarding making brands with and industrial view of point an academic view of point that can be positively applicable for every type of brand in the whole industry setup having its own uniqueness and should very versatile itself, Aaker (1996). The design for building the CBBE should be widespread that has enough breadth which should capable to fulfil all kind of significant branding requirements along with comprehensively keeping much enough depth to provide helpful insights with true strategic marketing directions for the marketers and the owner of the brand while making a business decisions linked to the building of CBBE (Keller, K.L. 2001).

2.4.8.1 Brand Saliience

Getting appropriate and correct brand identity involves building the brand saliience with their whole consumers as well as this brand saliience is always directly associated with a significant aspect of the brand awareness by the customers before it create so, first step of brand creation is the brand awareness with the targeted customers (Aaker, 1996). According to the definition stated above, the brand awareness can be understood as a capability of a customer to remember a specific brand name or brand image from which he or she recognize or identify that brand among other brands available in the market. Additionally, it is more important that how strongly perform these brand's elements for the customer through their features and internal functions for its identification of the particular product by the customers. The factor of the awareness regarding the brand is always more significant than a consumer just has a knowledge about the name of the brand or he or she have seen that brand product before one time or even multiple times as well as customer's liking and association with the name of brand, image of the brand, brand symbol or its logo which remain in the customer's

memory (Chaudhuri & Holbrook, 2001). The building of the awareness regarding brand can also be understood as a business activity which directly associates with customer and it supports the customers to identify the related brand product and its class in which the brand competes among other brands in the market. No doubt, it should be clear associations with regard to the services and products which are being sold with the name of brand and logo. Finally, it has been understood that the awareness of the brand meaning can be understood as a surety of consumer's information and knowledge that they are using the right product which is designed and having the features and function according to his or her need and satisfy him (Stewart, 1997).

2.4.8.2 Brand Performance

The design of a brand product, its quality, reliability, price and market value considered the heart of brand equity, due to its basic influence through perception and past experience of the customers with a particular brand in which they heard from their relatives and friends regarding that brand along with the statement and sayings of the owner of the brand about his or her particular brand is the brand performance (Jennifer, 1997). A unique design of a brand product with the way to deliver it to the customers along with its presentation which make the customer satisfying and fulfilling his or her basic successfulness of that brand actually and its performance mentions to brand behaviour owner of brand adopts the way to fulfil the basic functional needs and wants of his or her customers (Blattberg & Kenneth, Price-induced patterns of competition, 1989).

Several research studies conducted previously have stated that those brands which have high-quality are tends to perform their firm better financially. Mostly, it has been shown that the positioning of the strongest brand always involves some type of performance advantages. These particular performance attributes which helps to brand for makeup their fundamental ability of functioning may differ broadly by their categories. However, the five significant types of attributes are found and mentioned, which mostly lie beneath the brand performance (Miller & Ginter, 1979). Consequently, many attributes of brand performance are significantly need these primary ingredients and supplementary features are important for the brand and its related product, while lot of others can be understood as an additional features which make help to customize the brand through its uniqueness type. Secondly, the

reliability refers to the constant and stability of the performance with the passage of time and the durability meaning can be understood as the estimated economic life period, while serviceability meaning can be understood as the easy approach and availability of the product service facility whenever this service is required (Day, Shocker, & Srivastava, 1979). Therefore, the expected performance of the product can be affected with these significant factors like durability, reliability, effectiveness of serviceability, product efficiency, design of the product and its price which definitely attract the customer and cause to influence to buy that product (Blattberg & Wisniewski, 1989).

The connection between CBBE and BP was researched across 15 item classifications in Brazil and the UK. BE was identified with the degree of social advantage obtainable by respectively brand and estimated basic survey that as for their nature and superiority heights. These measures were identified with piece of the overall industry and income. Results demonstrated that the connection between CBBE and BP changes across item classifications, showing that items vary as for their degree of brand ability and proposing approaches to measure it (Oliveira-Castro, 2008).

Another exploration has built up a brand and client trust relationship and hypothesis outline for the wellbeing nourishment showcase. The information gathered from poll examination technique in Taiwan, testing into the brand methodology, brand equity, and client trust in wellbeing nourishment advertise with LISREL direct auxiliary model by means of surveys. The most huge discoveries are critical positive relationship between' brand methodologies, BE, client certainty and BP (Hu & Chang, 2010). One of the significant goals of showcasing research is to evaluate the quality of BE. Acknowledge that BE is an indivisible piece of advertising and fundamental to the organizations to make centre skills and manufacture solid brand experience that will affect the customer dynamic procedure. The point investigation is discovering roundabout relationship amid the equity measurements on brand equity. With the end goal of this investigation, BE measurements incorporate brand affiliation, BA, brand dependability, perceived quality and brand picture. In this investigation, a whole of 300 usable surveys were accumulated. The outcome shows an intervening relationship amid elements of brand equity (Severi & Ling, 2013).

2.4.8.3 Brand Imagery

Brand imagery can be understood as extrinsic assets of a brand service or product which always includes the method from that a brand is attempting to fulfil all the basic and important consumers' needs and want either this need is social or psychological (Jennifer, 1997). The brand imagery is also descriptive detail regarding the intangible aspects of the brand or abstractly thinking of the public about a brand can also be called as brand imagery such as product's quality, uniqueness, design, social value and status even that they don't know more about that brand actually (Plummer, 1984). No doubt, some marketing important aspects expected to make an effect on the brand personality and it may be possible that the way in which a firm is making advertisement for that brand personality put more influence for customers just because of some inference customers make about the underlying user but at the time when owner of a brand has been successful to create the brand personality, there will be some difficulty in acceptance for the customers regarding the brand personality's inconsistency information which the consumer can see.

Particularly, the user imagery in advertisements can be an important source for the brand personality and both cannot be in agreement always. At last, it is easy to say that the brands probably keep their significant and particular associations with their previous history along with their some remarkable business activities. Such kind of associations may include definitely personal involvements and experiences of friends, family or others (Keller K. , 2001). Every firm and marketers must know the significant differentiation among brand imagery and user imagery. The personality of the brand always let us to know the past history and story behind the brand and product and through this story it tells its targeted market which is to predict. It also recommends the social value, unique service and quality, heritage, social status of brand and its effectiveness of functions, attraction of design and colour, why, where and how it should be used etc. and the most powerful brands always build the rich brand image in the customer's eye (Jennifer, 1997).

The utilization of ethnic imagery in visual personalities of brands, for example, those utilized by pro athletics establishments, has for some time been a hostile issue in American culture. This examination explores the contention that ethnic brand imagery sustains negative generalizations (a case that has been dependent upon almost no exact investigation) and

recognizes conditions under which experiencing such brand imagery fortifies both positive and negative verifiable generalizations. Inside the setting of American Indian brand imagery, two research facility tests (Studies 1 and 2) and a semi trial field (Study 3) uncovered that the impacts of ethnic brand imagery on generalizations rely upon the watcher's political character. Introduction to ethnic brand imagery fortified verifiable generalizations just among progressively liberal people, predictable with the possibility that revolutionists will in general hold increasingly pliant perspectives. These discoveries show quantifiable negative impacts of ethnic brand imagery on verifiable generalizations and bolster the view that the utilization of such imagery can convey impeding cultural outcomes (Angle & Perkins, 2017).

2.4.8.4 Brand Judgments

It always refers to focusing the consumer's own particular opinions, expectations and evaluations about the brand product's features such as its physical appearance, quality, market position, reliability, social value etc. The brand judgment also consists with an activity of involvement that in which way the customer keeps together the whole type of performance along with association of brand imagery to the form of that opinions (Keller, K.L. (2001). Probably, it is expected that the consumers can keep their whole brand judgments with regard to its quality and other social values etc., but when working for a powerful strong brand in the market, there are four types of dimensions are especially significant which are superiority, credibility, consideration and quality of brand (Aaker & Keller, 1990). One of the research was conducted to see the impact of BJ, feelings and image to manage loyalty of customers towards power brands. After conducting empirical analysis researcher drew a conclusion about solid association between all variables and loyalty of customers can result in huge benefits for power brands (Panda & Kapoor, 2016).

2.4.8.5 Brand Feelings

Keller (2001) identified that the brand feelings are the consumer's true personal emotional feelings about brand response towards a particular brand along with his or her strong reaction after use that brand or through an influence by others before his or her use the same brand. It also associate and have a strong relation with the social value and currency. The way in which related brand put an impact on consumer's feelings regarding it and their

strong association among them are also called as brand feelings. Aaker (1997) further explained that brand feelings could be little strong or somewhat insignificant (e.g. due to high cost, low quality, low performance base or non-functional etc.) feelings or positive brand feelings (in case of good past experience with the same brand product e. g. product found more reliable and good quality etc. than others). These customer's brand emotions can create a strong association between customer and brand product and these relations are easily approachable during the use of the same brand product. According to the authors Keller (2001), Aaker (1997) the brand feelings consisted on six significant elements such as Self-respect, Social approval, Security, Excitement, Fun and Warmth.

2.4.8.5.1 Self-respect

Customers always care for the better self-respect and keep feeling for his sense of pride, accomplishment or fulfilment soothing feelings.

2.4.8.5.2 Social approval

The customer is always seeking for his or her positive feelings regarding public feelings, response and reactions about his or her favourably good look and behaviour with use of the related brand and overall appearance appreciation or approval. This appreciation is expected from a result of a straight and positively acknowledgment by others in favour of using the concerned brand product that is probably less obvious.

2.4.8.5.3 Security

It always refers to the feeling of the safety against the use of the brand, its self-assurance and high level of comfort than others. It maintain a trust in the customer's mind that he is not experiencing any kind of worry which might have otherwise felt the end user or customer.

2.4.8.5.4 Excitement

An excitement can be understood as an unusual variety of upbeat feelings. excitement in the brand or its advertisement itself develop some energetic feelings in the customer which force them to buy and use the brand and experience that he or she is using something special and unique from others.

2.4.8.5.5 Fun

The use of a particular brand can develop upbeat feelings in the consumer as well as make him or her cheerful, feel peacefulness playful, make him light hearted and produce some amusement feelings in the consumer's mode and become little sentimental about the use of the brand.

2.4.8.6 Brand Resonance

The brand resonance can be understood as a nature of customer's relationship with brand which extent to their feelings that customer is 'in sync' with the brand. The intensity shows the depth of the consumer's loyalty with brand whereas activity is the number of frequency that buyer purchases the brand and uses it. It can be characterized with respect to the psychological strength and the depth which consumer have with the brand (Keller K. , 2003).

An investigation expected to comprehend the commitment of the experiential occasions how there will be impact on brand loyalty. The results showed that these five vital encounters measurements are decidedly identified with the brand understanding; the positive connections among brand understanding, brand resonance, and brand faithfulness likewise existed (Hwai-Shuh & Wei-Hsun, 2017).

Another investigation endeavours to check the elements of BE of administrations dependent on purchasers' view of a financial help. The calculated structure of this examination depends on CBBE termed Brand Resonance model, it contains six structure

squares, to be specific, brand remarkable quality, brand execution, brand symbolism, BJ, brand sentiments and BR (Aziz & Yasin , 2010).

2.4.9 Importance of Brand Equity

As Aaker (1992) concluded that BE produces the value for organization in many ways. Since there is a gap between the response of a customer and the subjected brand equity towards the marketing mix for the related brand in which the competitive brand is not able to stimulate with others business activities, the developing and resource management of the associated brand and organization is significant for all brands. Due to the business activities such as marketing of the brand is receiving the customer's positive response to the concerned organization can be understood as the firm is possessed the brand equity. Hence the real owner of the brand is aggressively agree to leverage the brand equity in marketing just due to that's additional capability for creating more attraction for the targeted population or customers than their competitors (Keller K. , 1993). The brand equity is the return of the investment on the marketing that is associated with the owner of the brand and its meaning and understanding as an assumption of the positive customer's response with admiration to brand in favour of brand against business activities for the marketing purpose as compared to a competitor's business activities for the marketing purpose (Keller & Aaker, 1992).

2.4.10 Brand Equity as a Legal Instrument

Actually, the brand equity of an organization can be understood as a legal and professional instrument or ownership document for the real owner of that brand and organization (Crainer, 1995). The brand can also be a designated mark of the ownership (Broadbent & Cooper, 1987). And it can also define as a specific kind or product that indicated through the registered trade mark with their organization and particular product. Through a legal designation of the brand can be called as a business trademark for a specific product of an organization that possesses a particular features in side, unique colour or product quality and design that registered with the for same firm and it also called as a mark of service by the concerned organization if that brand is related to the organizational intangible service instead of any physical tangible product (Isaac, 2000). The name of brand is usually protected through virtue of real maker and many united states brand names are registered by their local and federal government concerned departments of their trademark

and patent control authorities such as their chamber of commerce of industries etc. these regulatory authorities always helpful for providing the most safe and sound protection associated to exclusive and unlawful use of these brand other than the registered one (Aaker, 1996).

2.4.11 Brand as a Risk Reducer

The customer or end user always feels the fear of the risk of the services or product's reliability and quality at the time of he or she is going to buy that brand services or specific product (Bauer, 1960). According to the most acceptable best consideration of the elements of these expected brand risks always promote the producers or firms to launch their own new brands in the market to get their own market shares for instil the customer's basic trust regarding the concerned product through brand (Assael, 1998). The subjected idea of launching the new brand is connected to the brand concept just like an agreement among the both parties such as customers and the product producing firm or owner of the brand (Staveley, 1987). To identify the brand concept along with theme, organizations should have to get the entire knowledge and enough information regarding the main elements and the true meaning of dimensions for reducing the risk of the brand in customer's mind. Kapferer (2004) also stated that the expected brand risk may be involve the product price, product quality, easy availability in surrounding and its main functions and features which definitely affects the product performance. No doubt, this is essential to make understanding regarding the factors of the expected fear for the brand risk in mind of client that is truly responsibility of producer or the owner of the brand to reduce that fear of risk through the quality of product or services or price etc. which may be able to force the customer to think the difference of the risk among all brands available in the market. May be, it should be wondering to comprehend significant effect of these dissimilar kinds of brand risks on customer's buying attitude for different stake holders and marketers (Aaker, 1991).

2.4.12 Brand Equity as an Identity

The marketing professor Kapferer (1994) had discussed the brand equity as an identity system for the owner or the concerned firm through six incorporated facets of brand relationship, the culture, brand reflection, brand presentation, its projection and physical impact. Where the projection is more concerned about the brand image in the customer mind,

the physical impact stands for the quality of the product's inside features and functions, presentation always represents the overall look of the brand product, the culture shows the real time values of a brand, owner of the brand or may be firm and finally the brand relationship meaning its primary attitude and the basic character through an association and beliefs & norms and custom values. Balmer (1995) and Aaker (1996), they further stated the true meaning related to the important key role for the identity of a brand as developing the new positions or marketing way for the new launched brand by a firm or owner that these development can be understood as a brand identity but not only recognizing and making differentiate the related brand from others available in the market and not only protecting from their entire market competitors but also helping organizations for getting the most important advantage of the value as a profit and firm's asset (Fombrun & Shanley, 1990). A positive and powerful identity of a brand always adds its value as strengthening of its definition after it in the customer's mind forcefully through well communicating the core spirit of a brand, and with all other stakeholders enabling them to have an extra strategic approach for brand value (Diefenbach, 1992).

2.4.13 Brand Equity as a Value System

It always understood as a significant value associated to the name of a brand that holds the appearance in the market and industry actually. At any cost, the basic values of a firm and its related and associated brand and products are a title of some notable interest for its owner and higher management such as brand equity (Cook, 1998; Meenaghan, 1998). These values are also meaning full for the decision of customers who are influenced through these organizational cultural values (Clark H. , 1987). No doubt, the brand which hold the high value of their equity are consider as a rich brand which feel very easy time during their business tenure or marketing journey to recognize and convince their consumers and they definitely charge much more than others competitors available in the market just because they assume that their brand is more costly and keeping high value in customer's perception. The customers find the brand value in the product's quality, reliability, durability and its internal features and functions through their personal experience with the use of the same brand product and how it imitates what individual depends on. Sheth (1991) defined brands as value systems. This is a business challenge for the owner of the brand while building and then making his or her new brand much strong with making sure that their entire client or consumers have the accurate nature of experience with regard to their purchase and using the

same brand product or services associated programs for marketing which required lot of elements such as its positive perception, beliefs on it, thoughts regarding quality, reliability feelings, good images and opinion are also associated to the value of the subjected brand equity (Ailawadi, Lehmann, & Neslin, 2003).

2.5 Hypothesis

The proposed model of Brand Elements, Brand Assets and Customer Based Brand Equity (CBBE) has headed me to articulate the subsequent hypothesis:

H1: There is a positive relationship between Brand Name and Brand Assets.

H2: There is a positive relationship between Brand Logos and Brand Assets.

H3: There is a positive relationship between Brand Packaging and Brand Assets.

H4: There is a positive relationship between Brand Slogans and Brand Assets.

H5: There is a positive relationship between Brand Jingles and Brand Assets.

H6: There is a positive relationship between Brand Name and Customer Based Brand Equity (CBBE).

H7: There is a positive relationship between Brand Logos and Customer Based Brand Equity (CBBE).

H8: There is a positive relationship between Brand Packaging and Customer Based Brand Equity (CBBE).

H9: There is a positive relationship between Brand Slogans and Customer Based Brand Equity (CBBE).

H10: There is a positive relationship between Brand Jingles and Customer Based Brand Equity (CBBE).

H11: There is a positive relationship between Brand Assets and Customer Based Brand Equity (CBBE).

H12: Brand Assets mediates the relationship between Brand Name and Customer Based Brand Equity (CBBE).

H13: Brand Assets mediates the relationship between Brand Logos and Customer Based Brand Equity (CBBE).

H14: Brand Assets mediates the relationship between Brand Packaging and Customer Based Brand Equity (CBBE).

H15: Brand Assets mediates the relationship between Brand Slogans and Customer Based Brand Equity (CBBE).

H16: Brand Assets mediates the relationship between Brand Jingles and Customer Based Brand Equity (CBBE).

2.6 Theoretical Framework

Following hypothetical model is created for the current examination. The hypothetical structure for this examination comprises of two independent variables that are brand assets and brand elements with five dimensions. The dependent variable used in this study was CBBE.

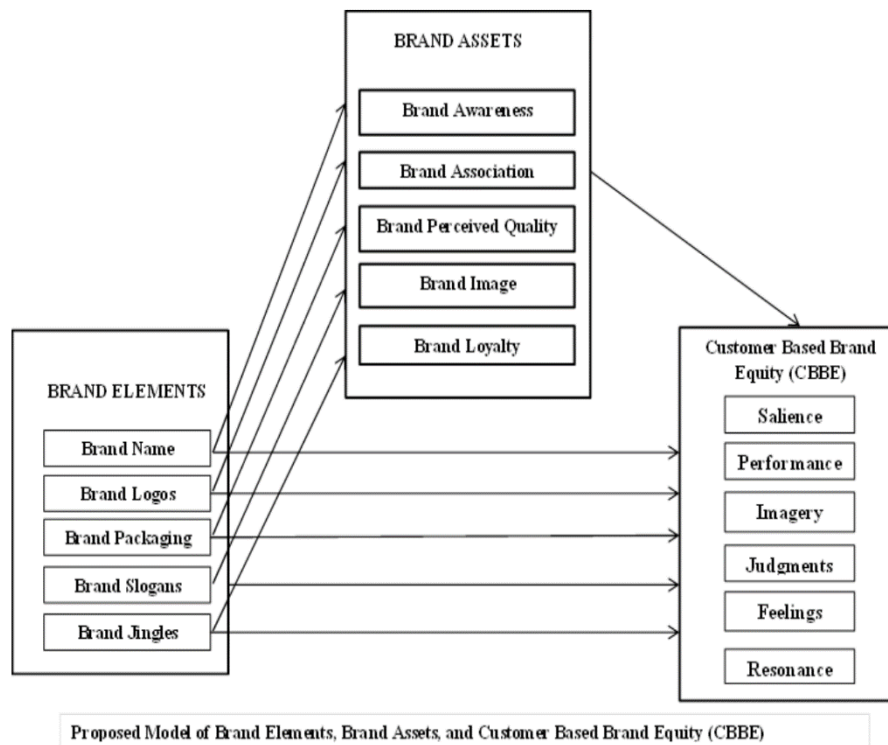


Figure 2.1: Theoretical Framework

2.7 Summary of the Chapter

This chapter begins with industry view of ultra-high temperature milk industry in Pakistan and talked about issues, challenges and opportunities present in this industry. Also it compares the outcomes with international dairy sector. Based on the overview, problem statement and research gaps identified in the study, researcher analyses the relationship between brand elements, brand assets and CBBE. Brand elements further have been measured by brand name, brand logo, corporate slogan, packaging and jingle. Brand assets have been measured by brand image, brand awareness, brand association, brand loyalty and perceived quality. CBBE covers positive and negative types along with components and building up the brand equity. Lastly, on basis of these variables, theoretical framework was designed.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

Research methodology can be defined as a procedure used to get knowledge about real matters through different sources. In this chapter, the researcher used a specific word “Research methodology” as a common research term which includes researcher discussion about research paradigm or research philosophy, research approach and alternative methodological research approaches, research method and justification of selected research method (Kothari, 2004).

In the field of social sciences, contradictory and compatible both types of results could be drawn by use of different methods. Moreover, the topic regarding study of certain phenomena through adequate methods is still a debate. So, the scope of research methodology is wider than that of research methods (Sileyew, 2019).

Research methodology for current study is divided into following three sections.

1. Research paradigm/Research Philosophy
2. Research Approach
3. Research Design

3.2 Research Paradigms or Philosophy

The term research philosophy can be understood as a systematic way to assumptions and beliefs regarding the development of a particular or specific knowledge of an area. Research philosophy is a researcher working on specific research topic and developing knowledge in the same particular area of research (Burrell & Morgan, 1979). Kuhn (1962) defined research paradigm as shared opinions along with settlements shared between scientists about how problems should be agreed and spoken. Research philosophy is a vast topic and here the researcher could not discuss this topic in a great detail. The research

philosophy always refers to the basic source of research, the development and real nature of research topic information and primary acquaintance (Bajpai, 2011).

In other words, a research philosophy is a belief about the ways in which analysis and utilization of the research data regarding a phenomenon should be collected (Collis & Hussey, 2013). Even though creating the design of the research knowledge and information, the examiner always engages in creating the information and basic knowledge regarding to the part of completing the entire research dissertations (Saunders & Lewis, 2012). These beliefs and assumptions inevitably shape how researcher comprehends research questions, research objectives, procedures to be used and how the research will being interpret the research findings (Crotty, 1998). The research philosophy is always a significant part of research methodology in any research process. The research philosophy reflects the researcher's important assumptions and these assumptions serve as base for research methodology. There are four basic types of research philosophy adopted by different researchers according to the needs and requirements of their research mentioned as Positivism/post-positivism, Interpretive/constructivism, Pragmatism and realism (Saunders & Lewis, 2012).

3.2.1 Positivism

The research philosophy with regard to the basic nature of the exploration is constantly seen in positivism as crafted by normal researcher dependent on discernible social element. The research strategy is move toward basis of gathering the primary research data and the development of research hypothesis. These hypotheses were tested and established through different statistical tools and may be used for further research in future (Soiferman, 2010). One more characteristic of this philosophy, it monitors very well-thought-out methodology to assist their development of research hypothesis and discussion (Ates, 2008).

3.2.2 Interpretivism

It is division or second method to epistemology that highlighted valuation of changes between individuals as communal actors (Bell & Bryman, 2007). The matter of distinction is accentuated on contrast among driving assessment among people rather than articles, for

instance, meds and PC. In this perspective, comprehension of social positions has been given respect of guarantee set of importance. Also, we decipher the social positions of others according to our own game plan of suggestions (Denzin & Lincoln, 1998). Interpretivism, otherwise called interpretivist includes researchers to decipher elements of the examination study. In this way, it incorporates human premium into an investigation (Robson, 2002). Interpretivism concentrates typically center on significance and may representative numerous strategies to reflect various parts of the exploration issue. Babbie (2005) proposed in is research work that Interpretivism is mainly focused on world of social life. The reason behind uniqueness of this approach as compare to previous one is that in earlier approach, scientists were more focused about data reliability and in this approach; social scientists are more interested in dealing with actions of personalities. For instance, Crotty (1998) explained how different social roles of each individual made them to behave differently like in the organization, intention to quit for a HR manager and a trade union leader contains a diverse interpretation as both of them are appropriate in dissimilar social roles.

3.2.3 Pragmatism

The term pragmatism can be understood as a research reality. It is continually renegotiated, debated, deduced hence is considered as best research technique which may solves problem. A pragmatism is a deconstructive type of research philosophy which supports the use of mixed research method and research issues with regard to the reality and truth considered as a sidesteps in the research (Feilzer, 2010). The pragmatism always focuses on the reality and truth for the research rather than the things being done in the research works and the research questions in conducting new research or reinvestigating (Teddlie & Tashakkori, 2003). In other words, Saunders (2012) explained the pragmatism always rejects the two opposite placements among point of views. It is also in position to reject the paradigm war regarding association of research choices.

Actually the pragmatism looks like new in research paradigm and authors are mostly familiar with research Interpretivism and research positivism but not much with criticism. This philosophy allows thoughts to be important because they support achievement. It also perceives variety of procedures for translating the world in addition with undertaking study. Still we cannot get entire picture and numerous realities may exist (Saunders et al., 2012). Pragmatism research reasoning can facilitate more than one examination techniques and

exploration procedures within a similar report. Also, concentrates with pragmatism research reasoning can incorporate the utilization of numerous exploration strategies, for example, subjective, objective and activity research technique (Collis & Hussey et al., 2013).

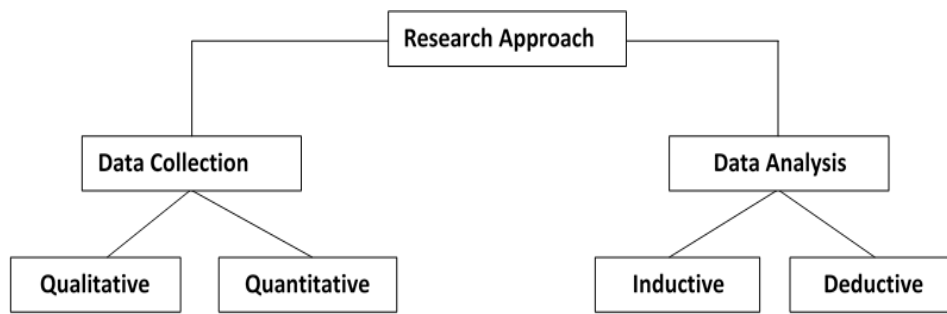
3.2.4 Realism

Realism philosophy can be understood as an idea of developing knowledge with the help of scientific approach. Direct realism sees the world in the light of human personal senses. While direct realism describes the perceptions of world as illusory and according to this type, they can't help scientists to clearly see the whole picture. Lincoln and Denzin (1998) endorsed the importance of critical realism by studying number of researches in which many researchers agreed that critical realism is more suitable and applicable as it has capability to show the clear picture during an experiment as compare to direct realism.

These philosophical research types always enable the researcher to make a decision about choice of philosophy type for the research which can be adopted to complete the research process. Keeping in account, the concept of my study and context, it is most suitable under the paradigm of positivism to achieve objectives of my study as it is restricted to data collection and explanation in an unbiased way and results are recognizable and measurable. In order to see influence of Brand Elements, Brand Assets on CBBE, it will be verified through experiments and logical proof. Overall, research would be empirically observable.

3.3 Research Approach

It is basically a method which includes various steps to describe how data will be collected for particular study along with analysis application and interpretation. Research approach has vital role in all kind of researches (Soiferman et al., 2010). Before finalizing which research approach to use whether deductive or inductive, Jebreen (2012) stated that researcher must clearly know the purpose of study and which method will be suitable in a specific discipline whether to test a hypothesis or to discover a new evolving area.



Source: Wilson, J. (2010) "Essentials of Business Research: A Guide to Doing Your Research Project" SAGE Publications.

Figure 3.1: Types of Research Approach

Research approach leads towards two basic categories describes as data collection and data analysis. Furthermore, these two categories are alienated into two most important categories recognized as inductive/deductive approach and qualitative/quantitative approach respectively to get suited result of particular research.

3.3.1 Inductive Approach

The Inductive research approach can be understood as causes of inductive that begin through the research theory and can be projected towards the ending process of entire examination, explanations and observations of research in form of research observations and or results (Goddard & Melville, 2004). Generally, it is stated that the inductive research is always engaged by the searching process of the entire format obtained through development of the most explanations, the research observations and research theory along with a sequence of research hypotheses (Bernard, 2011). The subjected research approach always focuses to develop the true understanding with regard to the collected research data set for the pattern identifying purpose and building the real time association of the research theories. Though, all the time the inductive research approach cannot be able to support the researchers with regard the utilizing the current research paradigms for formulating the basic research questionnaire (Saunders et al., 2012). Inductive research is generally founded on actual learning of researcher's work related experience. The regularities of the associated work experience, the patterns of the setting up research questionnaire and its basic resemblance are significant for making the research observations with regard to the ultimate conclusion of the main research theory along with its results (Kreuger & Neuman, 2006). It is also stated by

Neuman (2006) that it is significant upon adopting the inductive research approach to start with a strong meaning full research topic after that empirical generalization is developed and finally relationships are identified to continue his research.

3.3.2 Deductive Approach

A deductive research approach always intended to analyses the research theory tests rather than to create a new research theory. This research approach generally starts with the recent research objectives and research hypothesis (Soiferman et al., 2010). The mean of emphasis of the deductive research approach is usually on causalities. It always focuses on the current research work through analyzing and testing the available data and hypothesis as well (Dash & Gladwin, 2007). The associations of the deductive research approaches are more frequently with quantitative researches. Even though, there is no firm guideline set for deductive research. Many qualitative studies have also used this research. Researcher has no any historic evidence about discoveries of study (Jebreen et al., 2012). At time the completion of the analysis and the test of the research data, the investigator needs to study current theories before proposing his new theory within the same area (Bogdan & Biklen, 2007). The concept of my study and its context is most suitable to analyses data with deductive approach. Hypothesis will be developed by relying on present theory. Later on research strategy will be designed to test those hypotheses and draw deductions. Our study will explain cause and effect affiliation between Brand Elements, Brand Assets and Customer Based Brand Equity (CBBE). Finally, after quantitative measures, research findings will be generalized to a certain extent.

3.3.3 Qualitative Research Method

It generally associated with the interpretivist paradigm. The qualitative research data normally requires an inductive analytical research approach. This method is more focused about guidelines for data collection and less focused about analytical techniques to be used along with interpretation. Moreover, inductive approach is considered best-fit for qualitative research to derive themes, models and concepts (Creswell & Creswell, 2017). Qualitative research method starts by selecting the area of research work first then construct concept. The inductive approach always comprises “formation of clear links between the objectives of the research and the results from the raw data”. The researcher always uses the less number of

research respondents when there is qualitative research. Reason behind it is less number of respondents available for in-depth interviews and more time is consumed in such type of research (Bajpai et al., 2011).

Qualitative research is about recording, examining and endeavoring to discover the deeper significance and importance of individual conduct along with capability which includes conflicting theories, actions and sensations. Researchers are more interested in studying individuals' experiences instead of getting knowledge about larger groups (Keeves & Lakowski, 1999). Inductive data approach was used in thematic analysis to obtain knowledge of certain experiment. Hypothesis testing was not included in it. We can use different methodologies in thematic analysis and qualitative method is a part of it too (Soiferman et al., 2010). Generally, the researchers, who adopted the qualitative research, they don't rely on the base of their pre-determined hypotheses research actually. However, researchers classify a problem that they need to investigate and channeled by a hypothetical lens - a sort of overall theory which gives an outline for their exploration (Bogdan & Biklen et al., 2007).

3.3.4 Quantitative Research Method

This method falls under positivist paradigm. In order to draw statistical conclusions, all collected data is converted into numerical form (Crotty et al., 1998). The commonly, quantitative research is always associated with the post-positivist or positivist paradigm which normally engage with gathering and transforming primary or secondary research data into numerical form so that ensuring to get the statistical results and conclusions can be possible to draw with respect to the subjected research issue (Aliaga & Gunderson, 2000). The quantitative research always rely on numbers or numeric figures with aim to calculate the amount of quantity to make a comparison with previous history and figures to make an analysis for near future (Trochim, 2000). The measuring procedure of quantitative research can be central as it provides fundamental association among numerical expression of quantitative associations and experimental remarks. In quantitative research, statistics is the most widely used branch of mathematics (Aliaga & Gunderson et al., 2000). Statistical procedures are used widely in areas of commerce and economics. In social sciences, this research conditions to logical and investigational examination of quantitative characteristics and occurrences and their relationships. The aim of quantitative research is to generate and

consume scientific models, theories or hypothesis relating to phenomena (Lakomski et al., 1999).

Quantitative research usually is used to translate research data into the statistical analysis and understandable form which create the association between what is recognized and what can be learned through the subjected examination. Therefore, to make an analysis of the research data through quantitative method is always involves considerate of the connections between all research variables such as dependent variable and independent variable along with associated dimensions or elements (Trochim et al., 2000). Nonetheless, it gives the impression that selecting one research approach over another strictly bounds possibility of this research work. In this study, quantitative research method will be suitable because results achieve from quantitative method is analytical and numerical. Data gathering is done using structured research instrument on bigger samples that will signify the whole populace. Furthermore, it will help to generalize concept of study more widely.

3.4 Research Design

It extremely noteworthy and basic to this research work as this gives a proper structure expected to determine particular issue that affects an enormous number of resulting research exercises. In this area, the researcher has discussed about the arrangement that was followed so as to satisfy the aims and targets of this examination. In order to define investigated situation, descriptive research helps to recognize the matter through past studies and information (Kuada, 2011). The research design of this thesis is centered on descriptive research as it is the most appropriate way for contribution in this study. In descriptive research, cross sectional study is piloted to see influence of Brand Elements along with Brand Assets on Customer Based Brand Equity (CBBE) of ultra-high temperature milk brands of Pakistan. The steps of research design are given in below figure:

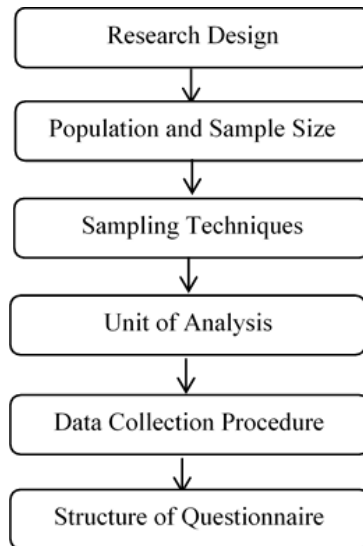


Figure 3.2: Steps of Research Design

3.4.1 Population and Sample Size

Target population for collection of data in this study is the consumers of UHT milk brands which are residents of five major cities of Pakistan including Lahore, Rawalpindi, Multan, Faisalabad and Sialkot. Reason behind targeting residents of five cities from general population of Pakistan is accessibility of researcher to collect data for appropriate contribution in this study. Accessible population concept has been followed in the light of research done by Asiamah, Mensah and Oteng-Abayie (2017) in which they stated that accessible population assumes a significant job for effective sampling of any study to be conducted.

This section further explains how the sample size is designed for current study. Zikmund (2003) stated in his research that sample size must not be calculated by use of formulas in case of non-probability sampling. Sample size should only be determined on the basis of previous researches and resources available as it is an instinctive conclusion drawn by the researcher. Likewise, Churchill, Iacobucci and Israel (2010) endorsed that for non-probability sampling, historical evidence approach is most suitable to design a sample size. There is a direct relationship between sample size and appropriateness of the statistical techniques applied (Hair, Anderson, Babin, & Black, 2010).

Previous studies on consumer behaviours have used sample size between 300 (Fang & Levy, 2015) and 400 (Ram, 2014). Riaz (2015) has used sample size of 200 to study

consumer behavior in clothing sector and likewise sample size of 250 was taken to study consumer behavior in fashion retail industry (Fernando , Kumara, Mendis, Wettawa, & Samarasinghe, 2018).

For this study, we have used Sekaran (1992) sampling method technique which suggests sample for given population of more than one million is approximately 384 respondents.

3.4.2 Sampling Technique

Sampling means selection of respondents to represent the population of study (Bryman & Bell, 2011). In this study, the population consists of UTH milk brands' consumers in Pakistan. There are two types of sampling techniques named probability sampling and non-probability sampling. Non-probability sampling is preferred in those cases where population is not defined well. It can also be implemented speedily when researcher has time constraints (Battagl, 2008). We are also using non-probability sampling technique in our research. Further, convenience sampling is used in this study in the light of research work done by Dörnye (2007) in which he stated the best use of convenience sampling to fulfill the purpose of study is when target population encounter practical measures, for example, accessibility, readiness to partake, accessability and geographical proximity. Convenience sampling is most frequently used in quantitative studies (Suen, Huang, & Lee , 2014). As we are aslo conducting quantitative study, it is another reason for using convenience sampling.

3.4.3 Unit of Analysis

Single level approach is used in this study and unit of analysis is consumers of UHT milk brand having their residences in cities of Lahore, Multan, Rawalpindi, Faisalabad and Sialkot.

3.4.4 Data Collection Procedure

For a quantitative approach, some researches Hair, Bush and Ortinau (2006); Saunder, Lewis and Thornhill (2009) have classified three important processes for primary data

collection as surveys, observations and experiments. According to Bryman and Bell (2011) survey is best method for collecting data when questionnaire is used for the study. Therefore, researcher in this study is also using questionnaire for data collection in five different cities of Pakistan. Questions in this structured questionnaire are adopted from previous studies conducted on consumer behavior to see influence of Elements and Assets of a brand on CBBE. In the questionnaire, questions included were of similar pattern. Seven point Likert scale was used in this study and then personal information of respondents were added. Prior to the data collection, our respondents were the customers of UHT milk brands in five different cities of Pakistan. Researcher took Lahore, Rawalpindi, Sialkot, Multan and Faisalabad for data collection. The data collection procedure depended on composed overviews since studies require least asset and most appropriate to elicitation of secret data (Salant & Dillman, 1994; Dillman, 2000).

A self-administered survey approach was utilized that brought about high response rate of 84.3%. The no of questionnaires distributed were 474 and received from respondents were 400 in five cities of Pakistan. The no of questionnaires distributed in Lahore (Rainbow Cash & carry, Metro Cash & Carry, Jalal Sons, Euro Store) were 92 and 80 were received in return with high response rate of 86%. In Rawalpindi (Madina Cash & Carry, City Super Market, Green Valley Premium Hyper Market), the no of questionnaires distributed were 97 and received 80 questionnaires in return. The response rate in Rawalpindi was 82%. The 95 no of questionnaires distributed were distributed in Sialkot (Al-Fatah Department Store, Akbar Ali Super Store, and Gondal Super Store) and 80 were received in return. The response rate in Sialkot was 84%. The response rate in Multan (Lateef Super Store, Fatima Super Store, and Price Store) was 83% as no of questionnaires distributed were 96 and 80 were received in return. The 94 no of questionnaires were distributed in Faisalabad (City Cash & Carry, Imtiaz Super Market, City Super Mart) out of which 80 questionnaires were received in response. The response rate in Faisalabad was 85%.

Questionnaires were distributed to each respondent on site with clear description of objectives of the study. Realizing the importance of research, the respondents took it serious and filled questionnaire completely on the spot. This is the reason behind good response rate. Data collection, in this research, took time period of 3 months. To avoid any misleading in data collection, researcher tried his best took fair respondents. For example, during survey in Jalal Sons Lahore branch, researcher took person as respondents whose grocery trolley

contains UHT milk brand. In this way, the percentage of fake reviews was deducted. The data got from respondents was kept private and security factor was intensely by utilizing namelessness.

3.4.5 Instrumentation

Questionnaires are the best means to collect data from a large population (Babbie, 2001).Cox EP (1980), Chang L. A (1994) and Pearse N (2011) discussed in their studies that 7 point Likert scale is more appealing as this provide better description and options about the selected topic of study. Pearse N (2011) pointed out the problem with a 5 point Likert scale where responses may fall between two of the descriptive choices. On reverse or repeated questions the respondents may choose response 3 instead of 4 when he/she thinks to lie in between the scale on a 5 point Likert. It was also discussed that 7 point Likert scale usually perform better than a 5 point Likert scale. So, a 7 point Likert scale was used in this study to get responses from target population excluding demographics.

The questionnaire was developed in the English language. The questionnaire for this research study is consisted of four sections: A) Demographics; B) Brand elements; C) Brand assets; D) Customer based brand equity. The measures of each section are described below:

A. Demographics

Seven point Likert scale is used to measure the ‘Demographics’ with answer options ranging from ‘strongly disagree’ to ‘strongly agree’ in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: gender, age, city in which u reside, what is level of your education, how often do you buy UHT milk, pick your favorite UHT milk brand, daily consumption of UHT milk, what SKU of UHT milk usually buys, your monthly household income (Pak Rs.)

B. Brand Elements

B.1. Brand Name

Seven point Likert scale using six items to measure ‘Brand Name’ (CR = 0.837) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statement included: Brand (x) Name represents

Competence, Brand (x) Name represents Sophistication, Brand (x) Name represents Excitement, Brand (x) name represents Ruggedness, Brand (x) name represents Sincerity, Brand (x) name is relevant to its product category, Brand (x) name is more easily remembered than its competitors, The brand (x) name communicates what it stands for, I Like the brand (x) name, It is Easy to recall the brand (x) name and The brand (x) name generates positive feelings towards the brand.

Source: Developed from (Bao et al, 2008; Klink, 2001; Karaosmanoglu, 2006)

B.2. Brand Logo

Seven point Likert scale using five items to measure ‘Brand Logo’ (CR = 0.798) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: Brand (x) Logo represents Competence, Brand (x) Logo represents Sophistication, Brand (x) Logo represents Excitement, Brand (x) Logo represents Ruggedness, Brand (x) Logo represents Sincerity, The brand (x) logo communicates what it stands for, I Like the brand (x) logo, It is Easy to recall the brand (x) logo, The brand (x) logo generates positive feelings towards the brand and Brand (x) logo is visually pleasing to me.

Source: Developed from (Karaosmanoglu, 2006; Park et al., 2013)

B.3. Brand Packaging

Seven point Likert scale using four items to measure ‘Brand Packaging’ (CR = 0.804) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements include: Brand (x) has an attractive packaging, Brand (x) packaging color is Eye-catching, Brand (x) packaging is not harmful and I would like to have Brand (x) pack.

Source: Developed from (Ford, 2014)

B.4. Brand Slogans

Seven point Likert scale using four items to measure 'Brand Slogans' (CR = 0.778) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements include: Brand (x) slogan helps you to recall the product, Brand (x) slogan of an ad captures your attention, Brand (x) slogan urges you to buy a product and Brand (x) slogan makes brand distinct.

Source: Developed from (Khalid & Yasmeeen, 2017)

B.5. Brand Jingles

Seven point Likert scale using four items to measure 'Brand Jingles' (CR = 0.830) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements include: I consider Brand (x) jingle effective, I remember Brand (x) by remembering the jingle that promoted it, I consider Brand (x) jingle matches its attribute is more acceptable to me and I find lyrics of Brand (x) jingle meaningful.

Source: Developed from (Karailievova, 2012; Shakil & Siddiqui, 2019)

Brand Assets

C.1. Brand Awareness

Seven point Likert scale using five items to measure 'Brand Awareness' (CR = 0.763) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: I am aware of this particular brand (x), I can recognize this particular brand (x) in comparison with the other competing brands, I know how this particular brand (x) looks like, Some characteristics of the particular brand (x) come to my mind quickly and I can quickly recall symbol or logo of the particular brand (x).

Source: Developed from (Severi & Choon Ling, 2013)

C.2. Brand Association

Seven point Likert scale using five items to measure 'Brand Association' (CR = 0.714) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: This particular brand (x) has its own personality, this particular brand (x) is different in comparison with the other competing brands, I trust the company who owns the particular brand (x), this particular brand (x) is familiar to me and there are reasons to buy this particular brand (x) over the competing brands.

Source: Developed from (Severi & Choon Ling, 2013)

C.3. Brand Perceived Quality

Seven point Likert scale using four items to measure 'Brand Perceived Quality' (CR = 0.806) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statement included: The brand (x) handles customer complained effectively, In comparison to alternative brands; this brand (x) has high quality, In comparison to alternative brands; this brand (x) is the best and In comparison to alternative brands, this brand (x) has consistent quality.

Source: Developed from (Severi & Choon Ling, 2013; Aaker, 1996)

C.4. Brand Image

Seven point Likert scale using three items to measure 'Brand Image' (CR = 0.751) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: This particular brand (x) has a differentiated image in comparison with the other product/brand, this particular brand (x) has a clean image and this particular brand (x) is well established.

Source: Developed from (Severi & Choon Ling, 2013)

C.5. Brand Loyalty

Seven point Likert scale using five items to measure 'Brand Loyalty' (CR = 0.796) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: I regularly refer this particular brand(x), I usually use this brand (x) as my first choice in comparison with the other brand, I would recommend this brand (x) to other, I will not switch to another brand and I am satisfied with brand (x).

Source: Developed from (Severi & Choon Ling, 2013)

Customer Based Brand Equity(CBBE)

D.1. Salience

Seven point Likert scale using three items to measure ‘Salience’ (CR = 0.778) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: I have heard of this brand (x) a lot, I like to use brand (x) under multiple situations and I frequently think of this brand.

Source: Developed from (Keller, 2001; 2002; 2008)

D.2. Performance

Seven point Likert scale using four items to measure ‘Performance’ (CR = 0.753) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: This brand (x) satisfies my basic need of product compared to other brands in category, Brand (x) is reliable, I like the look, feel, and other design aspects of this brand (x), Compared to other brands in the category in which it competes and does brand (x’s) prices are generally high.

Source: Developed from (Keller, 2001; 2002; 2008)

D.3. Imagery

Seven point Likert scale using three items to measure ‘Performance’ (CR = 0.779) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: I buy this brand (x) in a lot of places, Thinking of brand (x) brings back pleasant memories to higher extent and I feel that I grew up with brand (x) to higher extent?

Source: Developed from (Keller, 2001; 2002; 2008)

D.4. Judgment

Seven point Likert scale using four items to measure 'JUDGMENT' (CR = 0.803) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: Brand (x) fully satisfies my product needs, I trust the makers of brand (x), I recommend brand (x) to others and This brand (x) is superior to others in the category.

Source: Developed from (Keller, 2001; 2002; 2008)

D.5. Feelings

Seven point Likert scale using four items to measure 'Feelings' (CR = 0.769) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: This brand (x) gives me feeling of warmth, This brand (x) gives me feeling of excitement and This brand (x) gives me feeling of security.

Source: Developed from (Keller, 2001; 2002; 2008)

D.6. Resonance

Seven point Likert scale using three items to measure 'Resonance' (CR = 0.829) with answer options in response to the statements developed from quantitative findings and preliminary review of literature. The statements included: I feel brand (x) as only product i need, I would really miss this brand (x) if it went away and I really like to talk about this brand (x) with others.

Source: Developed from (Keller, 2001; 2002; 2008)

3.5 Summary of the Chapter

Third chapter describes technique utilized in this examination was given a clarification for the exploration structure which was created by the supporting writing. The exploration strategy section begins with the depiction of examination reasoning under section 3.1; researcher has argued which philosophy is most appropriate for current thesis in order to attain its objectives and aims. Section 3.2 covers the research approach which helped the researcher to set path for data collection method and analysis to be conducted. Section 3.3 further covers the research design which explains the general population of study then narrowed it down to target and accessible population. Sample size is drawn on basis of historic evidence and sampling technique is explained further. Lastly, data collection procedure has been interpreted and instrument designed for this study is explained in the light of literature.

CHAPTER FOUR: ANALYSIS AND RESULT

4.1 Introduction

The chapter describes the statistical data findings of the empirical investigation supported in area of Brand Management in the dairy industry of Pakistan. Findings present in the chapter were gathered from questionnaire distributed to the customers of UHT milk in Pakistan. The data have likewise been utilized to triangulate the discoveries and approach encouraged to talk about one of a kind issue that has been excited because of data collection findings. The issues depicted were not anticipated in the literature. The chapter comprised on three parts. Part one describes the outcome of descriptive statistics along with characteristics of study respondents. Then next part of chapter enlightens the detail of measurement model assessment results for instrument validity and reliability. Third portion of the chapter deals with results of hypothesis testing through structural model assessment.

4.2 Response Rate

A total no of 474 questionnaires were distributed in five cities of Pakistan. Researcher took respondents from Sialkot, Faisalabad, Multan, Rawalpindi and Lahore. Table -- shows the response rate of the sampled data gathered from respondents of these five cities in Pakistan. After distribution of 474 self-administered questionnaires, 400 were returned. Out of 74 questionnaires, 12 were found incomplete and others were not received by researcher. As concluded, the response rate of 84.3% obtained from 474 questionnaires was used for data analysis. It was with huge exertion, difficult work and extra money related cost that this response rate was gotten. The response rate was additionally moderately high as a result of the utilization of self-administered questionnaire (Farouk, Abu Elanain, Obeidat, & Al-Nahyan, 2016).

Table 4.1: Response Rate

Universities	Distributed Questionnaires	Returned Questionnaires
Lahore	92	80 (86%)
Sialkot	95	80 (84%)
Rawalpindi	97	80 (82%)
Faisalabad	94	80 (85%)
Multan	96	80 (83%)

4.3 Profile of Respondents

This segment offering demographic profile of the respondents, as appeared in Table 4.0. Table 4.0 shows that the greater part of respondents was male 253 which are 63.2% in percentage and no of female respondents was 147 with percentage of 36.8%. The reason behind less percentage of women as respondents is large no of availability of men at grocery stores.

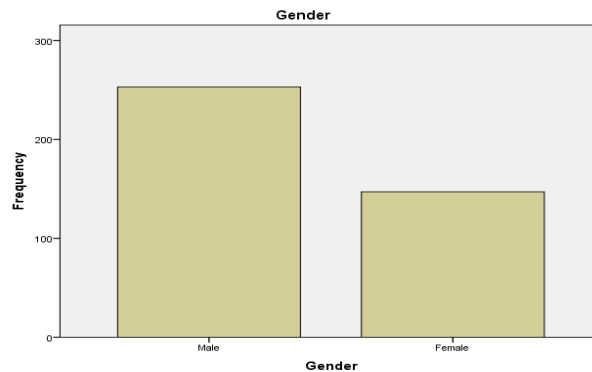


Figure 4.1: Gender

In terms of age, with in the range of age from 20-29 years, the frequency rate of response from respondents was 111 which are 27.8% in percentage. Respondents from age 30-39 years have frequency 109 with percentage 27.3%. The percentage 17.0% with frequency 68 represents age of respondents between 40-49 years. The respondents of age between 50-59 years have frequency of 45 with percentage of 11.3%. Age less than 20 represents the percentage of 11.0%

with frequency 49. The respondents with age ranging from 60-69 depict 5.8 % of response rate with frequency of 23 shown below in figure.

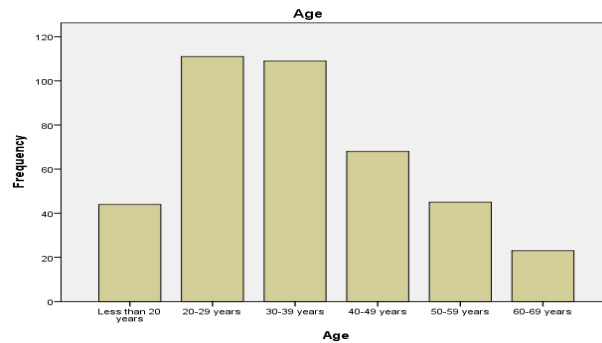


Figure 4.2: Age

As far as residence concerns, the frequencies of all five cities (Lahore, Multan, Rawalpindi, Faisalabad, and Sialkot) range 80 with percentage 20.0%.

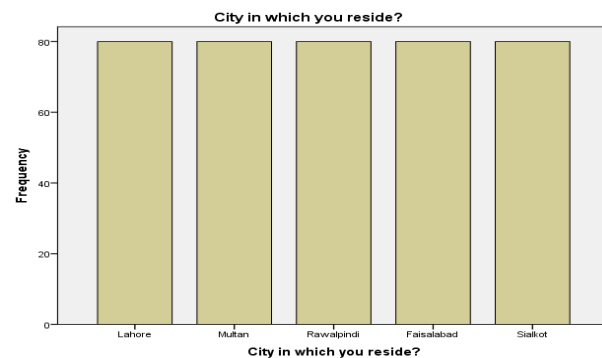


Figure 4.3: Residence

Regarding the level of education, high no of respondents were bachelors with frequency 233 having percentage of 58.3%. Almost less than half were masters with frequency of 84 with percentage 21.0%. 46 no of respondents were intermediate that represents 11.5% in percentage. 23 respondents were above masters with percentage 5.8% whereas 14 with percentage 3.5 represents below intermediate.

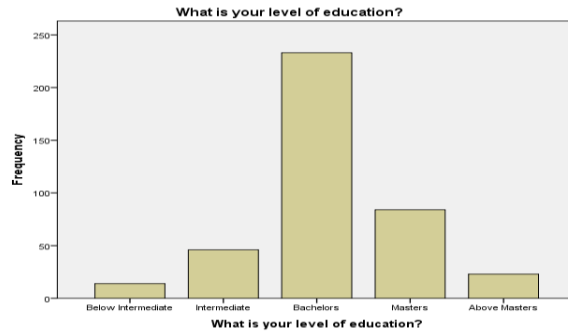


Figure 4.4: Education

In terms of favorite UHT milk brand, 203 respondents like Olper's with percentage 50.7% which is more than a half. Milk Pack is liked by 132 respondents which is 33% in percentage. 9 respondents vote Haleeb which is 2.3% in percentage. 52 respondents tick Nurpur which describes 13.0% of total percentage whereas 4 respondents like Good Milk which is 1.0% in percentage shown below in figure.

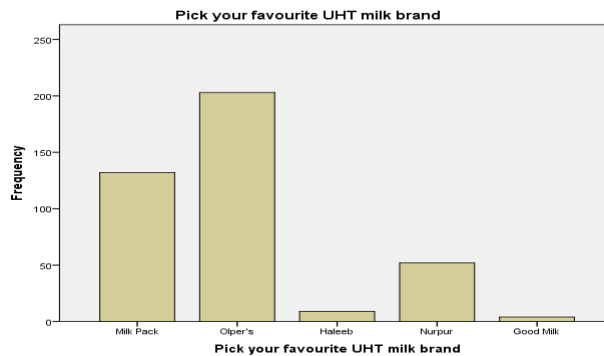


Figure 4.5: Favourite UHT Milk Brand

The buying percentage of UHT milk consumers in Pakistan found high in option once a fortnight with percentage 34.5%. 117 respondents buy UHT milk about once a week whose percentage value is 29.3%. 18.5% of respondents buy UHT milk once a month while the 55 respondents buy more than once a week with percentage 13.8% 16 respondents buy UHT milk less frequently than once a month which is calculated as 4.0% as describe in table.

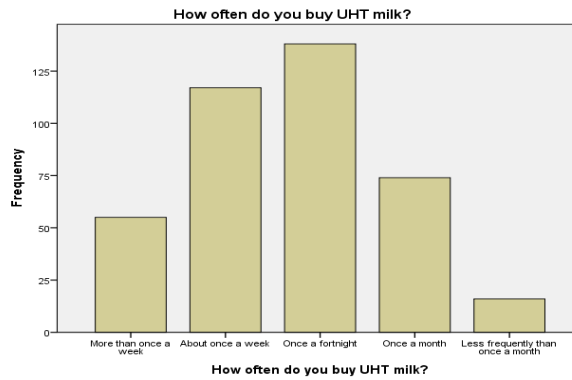


Figure 4.6: Frequency of Buying UHT Milk

In terms of daily consumption, large no of respondents consume 1-2 liters of UHT milk on daily bases which is calculated as 52.5 percent. 122 respondents with percentage 30.5% consume 3-4 litres on daily basis. 11.5 percent of total respondents consume less than 1 liter of UHT milk per day. 5-6 litres are per day consumption of 12 respondents with percentage of 3.0%. 6 respondents with percentage 1.5% consume 7-8 litres per day while the consumption of 4 respondents was more than 8 litres which is 1.0% shown in below figure.

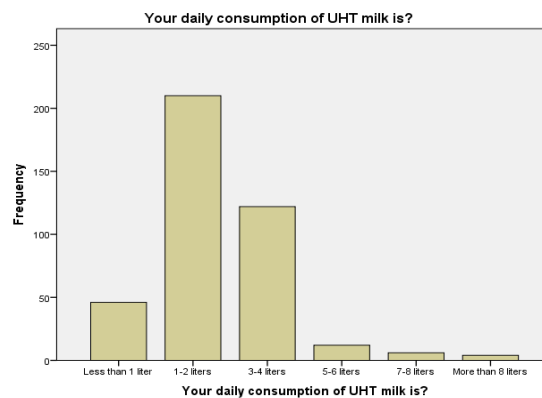


Figure 4.7: Daily Consumption of UHT Milk

As concerned with SKU of UHT milk 207 respondents with high percentage of 51.7% buy 1000ml while 167 respondents with 41.8% of percentage buy 250 ml of UHT milk. 5.5% of respondents buy 1500 ml where on the other side only 1.0% respondents buy 500ml SKU of UHT milk brand shown in figure.

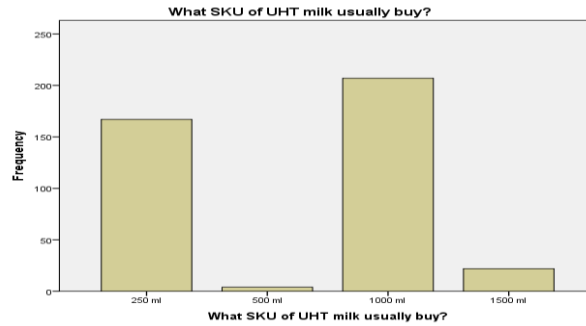


Figure 4.8: SKU of UHT Milk

As far as income concerns, 208 respondents' household income is Rs.100000/- or more whose value is 52.0 in percentage. The respondents whose household income ranges from Rs.75001/-Rs.100000/- have percentage of 33.5% of total. 8.5 % respondents have their income between Rs.50001/-Rs.75000/-. 3.8% of respondents fall under income range from Rs.25001/-Rs.50000/- while 2.3 % of respondents were under Rs.25000/- in terms of household income shown in figure below.

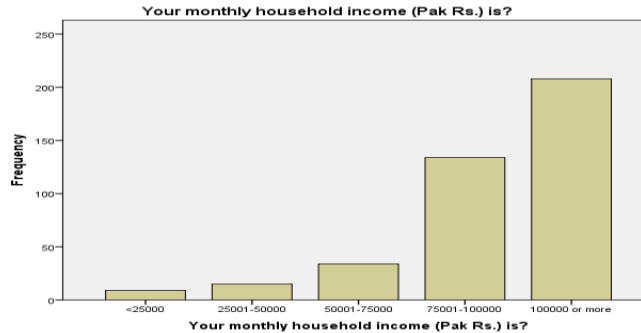


Figure 4.9: Monthly Household Income

Table 4.2: Demographics

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	253	63.2%
	Female	147	36.8%
Age	Less than 20 years	44	11.0
	20-29 years	111	27.8
	30-39 years	109	27.3
	40-49 years	68	17.0
	50-59 years	45	11.3
	60-69 years	23	5.8
	City in which you reside?	Lahore	80
Multan		80	20.0
Rawalpindi		80	20.0
Faisalabad		80	20.0
Sialkot		80	20.0
Below Intermediate		14	3.5
What is your level of Education?	Intermediate	46	11.5
	Bachelors	233	58.3
	Masters	84	21.0
	Above Masters	23	5.8
	Milk Pack	132	33.0
Pick your favorite UHT milk brand	Olper's	203	50.7
	Haleeb	9	2.3
	Nurpur	52	13.0
	Good Milk	4	1.0
	More than once a week	55	13.8
How often do you buy UHT milk?	About once a week		
	Once a fortnight	117	29.3
	Once a month	138	34.5
	Less frequently than once a month	74	18.5
	Less than 1 liter	16	4.0
Your daily consumption of	1-2 liters	46	11.5
	3-4 liters	210	52.5

UHT milk is?	5-6 liters	122	30.5
	7-8 liters	12	3.0
	More than 8 liters	6	1.5
	250 ml	4	1.0
	500 ml	167	41.8
What SKU of UHT milk usually buys?	1000 ml	4	1.0
	1500 ml	207	51.7
	<25000	22	5.5
	25001-50000	9	2.3
Your monthly household income (Pak Rs.) is?	50001-75000	15	3.8
	75001-100000	34	8.5
	100000 or more	134	33.5
		208	52.0

4.4 Non-response Bias

As the data was organized by the researcher for example ‘from questionnaire distribution to filled questionnaire was collected’ so testing of non-response bias couldn't be performed. This is because all the customers of UHT milk were given sufficient time to fill the questionnaires, after which the researcher personally collected them. In this way, the difference between those who responded earlier and later was not an issue.

4.5 Common Method Variance

Researchers in their studies come across with Common Method Variance (CMV) when variations are because of the instrument rather than genuine tendency of respondents that instrument tends to uncover. According to Podsakoff, MacKenzie, Lee and Podsakoff (2003), CMV alludes to variance identified with measurement model as opposed to the construct of interest. Research contemplates face the potential issue of variation when the evaluation of dependent and independent variables are accounted for by an equivalent single respondent (Richardson, Simmering, & Sturman, 2009; Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). If there should arise an occurrence of this examination information for the dependent and

independent variables were gathered from a single respondent, subsequently a chance of common method variance exists. It was guaranteed to manage the pre-and post-remedies to limit the impact of CMV. As the pre healing measure, various types of estimating scales were utilized and the marks of each area from begin to end were expelled in the questionnaire. So as to diminish CMV pre and post remedies were directed by researchers (Chang, Van Witteloostuijn, & Eden, 2010; Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). As pre-remedial step, all the labels in the questionnaire were expelled and different sorts of the scale were likewise utilized.

Kock (2015) talked about the common method bias especially for SEM field through PLS-SEM approach. It was suggest that common method variance can be evaluated by leading full collinearity test with regards to structural equation modelling. In this way, under the proposals of Kock (2015), existing examination additionally conveyed a similar way to deal with distinguish common method bias through a procedure known as variance inflation factors (VIF) provoked by referenced full collinearity test. Because of different investigations' result, it was realized that if the values of variance inflation factors (VIF) are higher than 3.3 this demonstrates the model may include common method bias (CMB). As opposed to this, if VIF values are lower than 3.3, model could be viewed as liberated from common method bias. The outcomes got in current investigation demonstrated that VIF values for all constructs are lower than 3.3 which called attention to that there are no contamination of common method bias in the present examination. Henceforth, it is being closed CMV was not an issue in this study.

4.6 Data Coding

In the wake of affirming the absence of non-response bias in the examination, data coding process was performed by the analyst Churchill (1999) featured that there are two significant orders of data coding. Firstly, we dole out numbers or codes to every one of construct for identification and issue free examination. Then second category expects that each construct has a special or unique pattern for its own various segments that poses inquiries about this specific construct. In this way, this study masterminded the questions in congruity with the constructs. All the variables utilized in this study were coded as appeared in Table 4.3.

Table 4.3: Data Coding

Constructs		Code
Brand Name	IV	BNM
Brand Logos	IV	BLG
Brand Packaging	IV	BPC
Brand Slogans	IV	BSL
Brand Jingles	IV	BJN
Brand Awareness	Mediator	BAW
Brand Association	Mediator	BAS
Brand perceived Quality	Mediator	BPQ
Brand Image	Mediator	BIM
Brand Loyalty	Mediator	BLT
Saliency	DV	SAL
Performance	DV	PER
Imagery	DV	IMG
Judgments	DV	JUG
Feelings	DV	FEL
Resonance	DV	RES

4.7 Preliminary Analysis

This section gives a brief discussion on the preliminary analysis using the SPSS before the assessments of measurement model and structural model. So, preliminary tests included data screening, missing value analysis, outlier detection and fundamental statistical assumptions.

4.7.1 Data Screening

So as to move for different sorts of descriptive alongside inferential statistics, researchers are required to sift through their data. Primary of target of this progression would to ensure that our gathered data is precise. It has been learnt through different examinations that data screening or sifting through is of key significance (Hair, Arthur, Samouel, & Page, 2007). As the quality of the implications extricated from inferential statistics result amplexness is fundamentally

depending on if the key assumptions taken from multivariate analysis have been in consistence with rules or not (Hoekstra, Kiers, & Johnson, 2012). As the quality of the implications separated from inferential statistics result sufficiency is for the most part depending on if the key assumptions taken from multivariate analysis have been in consistence with rules or not. However, the data screening writing calls attention to that numerous examinations were directed where it has not been given whenever required assumptions are abused or followed (Hoekstra, Kiers, & Johnson, 2012). In addition, the method confirms that the data gathered is unacceptable condition of exactness. Along these lines, the researchers can continue with all kind of required tests of hypothesis. Given below measures were taken to guarantee data screening.

4.7.1.1 Missing Values Treatment

Many tools and methods have been acquainted in the previous inquiries about with enough tackle the missing values. The specialists in the field are of the view that any data with containing missing values would not be permitted to go for any of distinct or propelled statistics tests (Black, Hair, Babin, & Anderson, 2010). It was suggested that researchers can convey a basic and fundamental strategy of figuring "signify" and supplanting the missing values with this gave the missing worth not past 5% (Tabachnick, Fidell, & Ullman, Using multivariate statistics, 2007; Little & Rubin, 2014). As in the ebb and flow quality investigation examine, missing values were less than 5%. Thus, these were dealt with randomly through mean substitution measure as proposed previously. Then again the scientist like Tabachnick and Fidell (2007) contended that the missing pace of 5% or less is non-significant. The table given underneath portrays the missing values in the data sets.

In current study, it was found that only 45 values were missed by respondents. Brand Name had 3 missing values, Brand Logos had 2 missing values, Brand Packaging had 2 missing values, Brand Slogans had 3 missing values, Brand Jingles had 4 missing values, Brand Awareness had 2 missing values, Brand Association had 3 missing values, Brand Perceived Quality had 5 missing values, Brand Image had 2 missing values, Brand Loyalty had 3 missing values, Salience had 4 missing values, Performance had 3 missing values, Imagery had 2 missing

values, Judgments had 3 missing values, Feelings had 2 missing values and Resonance had 2 missing values.

Table 4.4: Missing Values

Constructs	Missing Values
BRAND NAME	3
BRAND LOGOS	2
BRAND PACKAGING	2
BRAND SLOGANS	3
BRAND JINGLES	4
BRAND AWARENESS	2
BRAND ASSOCIATION	3
BRAND PERCEIVED QUALITY	5
BRAND IMAGE	2
BRAND LOYALTY	3
SALIENCE	4
PERFORMANCE	3
IMAGERY	2
JUDGMENTS	3
FEELINGS	2
RESONANCE	2
Total	45

4.7.1.2 Detection of Multivariate Outliers

Recognizing outliers has consistently been a worry in management sciences. Barnett and Lewis (1994) have described outliers as a perception that is differing with the remainder of the example. In statistics, the outliers are known as it is a perception that exists at an abnormal distance from rest of perception in a gathered example. One may call this it is past the normal pattern of a distribution (Leys, Klein, & Dominicy, 2018). According to above definition, it is currently dependent upon the researcher to pick the scope of normal values. Preceding screen out

the abnormal values, it is required to decide the normality of the information. The presence of outliers features that specific issues or issue may exist in the dataset. As per above definition, exception falls more than 1.5 occasions away the interquartile go below the first quartile or above third quartile.

The above description elaborate that presence of outliers in a study may bias the estimates of statistics analysis that causes unreliable findings (Verardi & Croux, 2009). To counter the effect of outrageous perceptions of the things on mean, outliers in an investigation must be recognized in a powerful manner. Numerous sorts of techniques and strategies are practically speaking to identify and treat extraordinary end perceptions in a data. One of them is "Mahalanobis distance statistical analysis" that has been utilized in this examination to distinguish the outliers. This favored strategy used by many researchers for location of outliers (Bulut, 2020). This helpful method has the ability to distinguish values that are away from the data mean (Hair, Arthur, Samouel, & Page, 2007). Henceforth, the investigation has utilized "Mahalanobis distance statistical analysis" by utilizing SPSS and no outlier was found for dataset. This investigation additionally conveyed the cutting edge Smart PLS3 Richter, Cepeda, Roldán and Ringle (2015) for the analysis of information as it can furnish reasonable result even with outlier values (Hair, Ringle, & Sarstedt, 2011).

4.7.2 Fundamental Statistical Assumptions

As talked about over the Smart PLS 3 software has been used in this study (Ringle et al., 2015) so as to effectively analyses data, as it is non-parametric software that doesn't require complying with statistical assumptions. Be that as it may, it has consistently been vital to talk about some fundamental assumptions of normality and multicollinearity concerning the constructs to validate the outcomes and to address occurrence of errors, if any (Hair, Arthur, Samouel, & Page, 2007).

4.7.2.1 Multicollinearity

At the point when a high inter-correlations or inter-associations exist among the independent variables, this is called multicollinearity (Tabachnick, Fidell, & Ullman, 2007). One likewise can call this disturbance in the study data, and if the issue exists in the study the statistical inferences drawn from the data may not be reliable. It was called attention to by Lavery, Acharya, Sivo and Xu (2019) and Tabachnick and Fidell (2007) in their study that multicollinearity issue among the study predictors may cause to raise the standard errors of the coefficients and this additionally affects the regression coefficients and statistical significance tests as well (Hair J. , 2006). Henceforth, it is consistently of importance to quantify the multicollinearity before surveying the proposed model in a study. Table 4.5 shows that the VIF values for all the predictors in study were under 5, as proposed by J. F. Hair et al. (2011); in this way, the outcomes demonstrated that there is no issue of multicollinearity exists in this study.

Table 4.5: Multicollinearity

Constructs	VIF	VIF
	Brand Assets	Customer Based Brand Equity (CBBE)
Brand Assets	-	1.845
BNM	1.49	1.793
BLG	1.064	1.075
BPC	1.535	1.764
BSL	1.026	1.035
BJN	1.005	1.022

J. F. Hair et al. (2011) further informed about the causes of multicollinearity, a portion of the main reasons of multicollinearity in data might be because of utilization of dummy variables, adding such a variable which not processed straightforwardly however is figured from other variables, redundancy of same type variable and study variables are seen as correlated with one another in the dataset.

Lavery, M. R. et al. (2019) further examined that partial regression coefficient of the study tend not to be evaluated correctly because of the issue of multicollinearity and standard errors will in general be high. Multicollinearity issue prompted making it hard to survey the relative importance of the independent variables in adding to variety in subordinate variable. J. F. Hair et al. (2011) were of the view that if high multicollinearity is available in a study, the confidence intervals of the coefficients will liable to be exceptionally wide and relevant statistics measure will prone to be little. This will prompt creation it extremely tedious to dismiss the null hypothesis when there is a multicollinearity issue in the study dataset.

4.7.2.2 Data Normality

As the data normality is of most extreme importance for each study. Byrne (2016) examined that the fundamental assumption required for (SEM) structural equation modelling is normality of data. Be that as it may, the intensity of the issue is decreased on the off chance that when PLS-SEM modelling method is utilized in a study (Hair, Ringle, & Sarstedt, 2011). It utilizes regular bootstrapping technique to survey the critical affiliation or the relationship in the proposed model for non-normal data. One of the major advantages of utilizing PLS-SEM approach is managing non-normal conditions in data and there left no necessity agrees to the normality assumption in PLS-SEM (Bontis, Wakefield, & Serenko, 2007).

In any case, alongside this, J. Hair et al. (2016) made their suggestion and recommendations on the conditions when data is very non-normal that it have to reject before the applying PLS-SEM. Despite the fact that there is no such prerequisite of data being normally conveyed on applying PLS-SEM, yet it is of incredible importance to decide the data being normally appropriated before applying inferential statistics (J. Hair et al., 2006). Thus, in light of Munro (2005) proposal, the data normality was resolved for this study too with the assistance of Skewness and Kurtosis. Outcomes feature of data utilized in this thesis was not normally dispersed. Yet, there were no indications of profoundly non-normal data. Hair, Hult, Ringle, and Sarstedt (2017) called attention to in their study that PLS-SEM for the most part doesn't make assumption seeing the data normality as it is a non-parametric analysis technique that isn't

requiring the data to be normally dispersed. Henceforth, the subsequent analysis utilizing PLS-SEM was applied in the study.

4.8 Descriptive Statistics

As illustrated in Table 4.6, mean value of Brand Name was 6.3208, mean value of Brand Logo was 6.1335, mean value of Brand Packaging was 6.2419, mean value of Brand Slogans was 5.8631 and mean value of Brand Jingles was 4.5463. So, the highest mean value in Brand Elements was 6.3208 (Brand Name) and the lowest mean value in Brand Elements was 4.5463 (Brand Jingles). Therefore, the mean value of Brand Awareness was 6.2345, mean value of Brand Association was 6.2030, mean value of Brand Perceived Quality was 6.2837, mean value of Brand Image was 6.2183 and mean value of Brand Loyalty was 6.2615. So, the highest mean value in Brand Assets was 6.2837 (Brand Perceived Quality) and the lowest mean value in Brand Assets was 6.2030 (Brand Association). Moreover, the mean value of Salience was 6.3667, mean value of Performance was 5.1350, mean value of Imagery was 6.4350, mean value of Judgments was 6.4344, mean value of Feelings was 6.4292 and mean value of Resonance was 6.4575. So, the highest mean value in Customer Based Brand Equity (CBBE) was 6.4575 (Resonance) and the lowest mean value in Customer Based Brand Equity was 5.1350 (Performance).

Table 4.6: Descriptive Statistics

Constructs	Mean	Std. Deviation	Skewness	Kurtosis
Brand Name	6.3208	.50158	-2.081	1.980
Brand Logo	6.1335	.54591	-.803	.516
Brand Packaging	6.2419	.56481	-2.320	1.228
Brand Slogans	5.8631	.73822	-1.304	1.909
Brand Jingles	4.5463	1.28249	-.330	1.546
Brand Awareness	6.2345	.52364	-1.457	1.828
Brand Association	6.2030	.50361	-1.903	2.871
Brand Perceived Quality	6.2837	.56898	-2.134	2.491
Brand Image	6.2183	.59432	-1.732	2.993
Brand Loyalty	6.2615	.54797	-2.655	1.824
Saliency	6.3667	.53191	-1.026	1.159
Performance	5.1350	.58722	-2.515	2.430
Imagery	6.4350	.51510	-1.866	2.026
Judgements	6.4344	.51595	-1.831	1.244
Feelings	6.4292	.49726	-1.390	1.657
Resonance	6.4575	.55934	-1.237	1.295

4.9 Assessment of Reflective Measurement Model

In PLS, According to Hulland (1999) the reliability of individual item/construct is calculated by examining the item loadings on their latent construct respectively. The higher loadings imply that there is more variance shared between the construct and measurement as opposed to error variance, while low loadings show that the intensity of model clarification is profoundly little which diminishes the evaluated parameters connecting the constructs (Hulland, 1999). For reflective measurement model, the signs are firmly related and exchangeable so, their reliability and validity ought to be looked into and announced in detail. In this manner, to survey the measurement model, the scientist checked both reliability and validity. Reliability was estimated through composite reliability and validity was evaluated by convergent and discriminant validity. CFA (confirmatory factor analysis) was steered to calculate internal

consistency through composite reliability, convergent validity through average variance extracted and discriminant validity through HTMT Ratio (Heterotrait-Monotrait Ratio) of the instrument. This is to endorse that the measurements are reliable and valid before calculating the relationships in the structural model.

4.9.1 Composite Reliability

As advised by Hair, Hult et al. (2016) to calculate the internal consistency of the construct, composite reliability (CR) was determined. In this technique, loadings value for reflective constructs of all items were tried to surpass a cut-off estimation value of 0.5. Table 4.6 shows that each item was loaded on their respective constructs item and the loadings of all items exceeded the advised cut-off estimation value of 0.5. The 1st order construct loadings ranges are; Brand Name 0.675 to 0.748, Brand Logos 0.636 to 0.970, Brand Packaging 0.709 to 0.811, Brand Slogan 0.567 to 0.880, Brand Jingles 0.701 to 0.846, Brand Awareness 0.626 to 0.807, Brand Association 0.578 to 0.957, Brand Perceived Quality 0.668 to 0.755, Brand Image 0.657 to 0.752, Brand Loyalty 0.737 to 0.776, Saliency 0.702 to 0.786, Performance 0.767 to 0.846, Imagery 0.713 to 0.758, Judgement 0.664 to 0.742, Feelings 0.687 to 0.777 and Resonance 0.779 to 0.796. All the 1st order construct items loadings demonstrated that the greater part of the variance in the noticed variable is clarified by the constructs. The 2nd order constructs loadings ranges are; Brand Assets loadings ranged from 0.797 to 0.866 and Customer Based Brand Equity loadings ranged from 0.681 to 0.875. All the 2nd order construct items loadings demonstrated that the greater part of the variance in the noticed variable is clarified by the constructs. Items with loadings below 0.5 were erased bit by bit to accomplish huge edge estimation of internal consistency of the construct. For reflective scale, items that were erased probably won't influence the reasonable significance of the specific construct as long as it holds sufficient internal consistency. This is on the grounds that the bearing of causality flows from construct to items showed that the items speak with the impacts.

In this manner, the items are exceptionally correlated on the grounds that they are brought about by the equivalent hidden construct (Hair, Ringle, & Sarstedt, 2011). So, this study outcome uncovered that internal consistency of the considerable number of constructs was inside adequate range after the things were deleted from the scale. The CR (composite reliability) estimations of

18 reflective latent constructs ranges from 0.714 to 0.914 that surpassed the suggested cutoff estimation value of 0.7 (Hair, Anderson, Babin, & Black, 2010). The CR value of Brand Name is 0.837, CR value of Brand Logo is 0.798, CR value of Brand Packaging is 0.804, CR value of Brand Slogan is 0.778, CR value of Brand Jingles is 0.830, CR value of Brand Awareness is 0.763, CR value of Brand Association is 0.714, CR value of Brand Perceived Quality is 0.806, CR value of Brand Image is 0.751, CR value of Brand Loyalty is 0.796, CR value of Saliency is 0.778, CR value of Performance is 0.753, CR value of Imagery is 0.779, CR value of Judgements is 0.803, CR value of Feelings is 0.769, CR value of Resonance is 0.829, CR value of Brand Assets is 0.914 and CR value of Customer Based Brand Equity is 0.912. Thusly, all constructs indicated significant level of internal consistency reliability.

4.9.2 Convergent Validity

To evaluate convergent validity, the average variance extracted (AVE) was determined. Table 4.6 shows the convergent validity, which uncovered that the AVE estimations of every latent construct was more prominent than the satisfactory threshold of 0.5 and the values were in the range of 0.501 and 0.679. The value of AVE of Brand Name is 0.507, AVE of Brand Logos is 0.673, AVE of Brand Packaging is 0.578, AVE of Brand Slogan is 0.546, AVE of Brand Jingles is 0.551, AVE of Brand Awareness is 0.520, AVE of Brand Association is 0.580, AVE of Brand Perceived Quality is 0.510, AVE of Brand Image is 0.501, AVE of Brand Loyalty is 0.566, AVE of Saliency is 0.540, AVE of Performance is 0.503, AVE of Imagery is 0.540, AVE of Judgements is 0.505, AVE of Feelings is 0.527, AVE of Resonance is 0.618, AVE of Brand Assets is 0.679 and AVE of Customer Based Brand Equity is 0.635. The AVE value more prominent than 0.5 determined that the latent construct clarified the greater part of the variance of its indicators.

Table 4.7 summarizes the results of the measurement model. The result showed that all 18 main constructs, namely, Brand Name, Brand Logo, Brand Packaging, Brand Slogan, Brand Jingles, Brand Awareness, Brand Association, Brand Perceived Quality, Brand Image, Brand Loyalty, Brand Assets, Saliency, Performance, Imagery, Judgements, Feelings, Resonance and CBBE were legitimate proportions of their particular constructs dependent on their parameter

scales and statistical significance (Chow and Chan, 2008). Hence, the overall constructs in this study model had sufficient convergent validity.

Table 4.7: Convergent Validity

1 st order constructs	2 nd order constructs	Items	Loadings	CR	AVE
BRAND NAME		BNM1	0.714	0.837	0.507
		BNM2	0.675		
		BNM3	0.748		
		BNM4	0.74		
		BNM6	0.679		
BRAND LOGO		BLG3	0.636	0.798	0.673
		BLG4	0.97		
BRAND PACKAGING		BPC1	0.758	0.804	0.578
		BPC2	0.709		
		BPC4	0.811		
BRAND SLOGAN		BSL1	0.88	0.778	0.546
		BSL2	0.738		
		BSL3	0.567		
BRAND JINGLES		BJN1	0.707	0.83	0.551
		BJN2	0.846		
		BJN3	0.701		
		BJN4	0.706		
BRAND AWARENESS		BAW1	0.72	0.763	0.52
		BAW3	0.626		
		BAW4	0.807		
BRAND ASSOCIATION		BAS1	0.578	0.714	0.58
		BAS2	0.957		
BRAND PERCEIVED QUALITY		BPQ1	0.668	0.806	0.51
		BPQ2	0.755		
		BPQ3	0.704		
		BPQ4	0.727		
BRAND IMAGE		BIM1	0.713	0.751	0.501
		BIM2	0.657		

	BIM3	0.752			
BRAND LOYALTY	BLT1	0.737	0.796	0.566	
	BLT3	0.743			
	BLT5	0.776			
BRAND ASSETS	BAS	0.801	0.914	0.679	
	BAW	0.804			
	BIMI	0.797			
	BLT	0.866			
	BPQ	0.85			
SALIENCE	SAL1	0.786	0.778	0.54	
	SAL2	0.714			
	SAL3	0.702			
PERFORMANCE	PER1	0.842	0.753	0.503	
	PER2	0.767			
	PER3	0.846			
	PER4	0.006			
IMAGERY	IMG1	0.733	0.779	0.54	
	IMG2	0.713			
	IMG3	0.758			
JUDGEMENTS	JUG1	0.742	0.803	0.505	
	JUG2	0.73			
	JUG3	0.703			
	JUG4	0.664			
FEELINGS	FEL1	0.687	0.769	0.527	
	FEL2	0.711			
	FEL3	0.777			
RESONANCE	RES1	0.779	0.829	0.618	
	RES2	0.783			
	RES3	0.796			
	CUSTOMER BASED BRAND EQUITY	Fel	0.813	0.912	0.635
		IMG	0.743		
		JUG	0.875		
		PER	0.681		
		RES	0.86		
		SAL	0.792		

4.9.3 Discriminant Validity

4.9.3.1 Heterotrait-Monotrait Ratio

An examination by Henseler, Ringle and Sarstedt (2015) acquainted another measure to assess discriminant validity for variance-based structural Equation Modeling. They concurred that the Fornell-Larcker basis and cross-loadings are the significant ways to deal with evaluate the discriminant validity for variance-based Structural Equation modeling. Other than this, they contended that these methodologies had not distinguished the absence of discriminant validity in different research circumstances. Hence, Henseler et al. (2015) proposed an elective methodology, "the heterotrait-monotrait ratio of correlations", which depends on the "multitrait-multimethod matrix" to calculate the discriminant validity. There are different examinations that likewise utilized the HTMT ratio to calculate the discriminant validity and furthermore prescribed the utilization of this way to deal with assess the discriminant validity (Ab Hamid, Sami, & Sidek, 2017; Ali, Rasoolimanesh, Sarstedt, & M. Ringle, 2018; Henseler, Ringle, & Sarstedt, 2015).

There are two different ways to assess discriminant validity by utilizing the HTMT ratio; the first is as a model and the subsequent one is as a factual test (Henseler et al., 2015). In the primary methodology, the HTMT ratio ought to be under 0.85 (Zhang, Kline, & Heeney, 2011) or it ought to be under 0.90 (Gold, Malhotra, & Segars, 2001). At the point when the HTMT ratio is higher than the previously mentioned edges, there is an issue of discriminant validity. The subsequent one is to test the null hypothesis ($H_0: HTMT \geq 1$) against the alternative hypothesis ($H_1: HTMT < 1$) and if the certainty span envelops esteem one, this shows the absence of discriminant validity (Henseler et al., 2015). This examination utilized the primary standard way to deal with calculates the discriminant validity utilizing the HTMT ratio.

Table 4.8 has introduced all the values of the HTMT ratio for 1st order constructs. As appeared in Table 4.8, all the values of the HTMT ratio for all 1st order constructs were under 0.90 and passed the standard of the $HTMT < 0.90$ (Gold et al., 2001). In this way, these findings demonstrated that discriminant validity had been built up for all the 1st order constructs.

Table 4.8: HTMT Ratio of 1st Order Constructs

	BAS	BAW	BIM	BJN	BLG	BLT	BN	BPC	BPQ	BSL	FEL	IMG	JUG	PER	RES	SA
BAS																
BAW	0.169															
BIM	0.263	0.423														
BJN	0.163	0.328	0.091													
BLG	0.265	0.16	0.173	0.078												
BLT	0.344	0.22	0.837	0.075	0.131											
BN	0.105	0.162	0.815	0.1	0.15	0.667										
BPC	0.259	0.121	0.823	0.108	0.289	0.703	0.801									
BPQ	0.252	0.144	0.843	0.206	0.073	0.692	0.785	0.797								
BSL	0.092	0.199	0.151	0.341	0.204	0.124	0.136	0.165	0.182							
FEL	0.195	0.114	0.754	0.115	0.234	0.763	0.808	0.819	0.741	0.188						
IMG	0.088	0.159	0.799	0.125	0.133	0.67	0.75	0.823	0.785	0.134	0.597					
JUG	0.283	0.183	0.819	0.111	0.199	0.722	0.855	0.809	0.835	0.163	0.629	0.661				
PER	0.177	0.117	0.689	0.143	0.114	0.637	0.719	0.657	0.79	0.159	0.735	0.632	0.738			
RES	0.172	0.223	0.834	0.067	0.126	0.829	0.824	0.835	0.796	0.114	0.579	0.801	0.703	0.817		
SA	0.14	0.143	0.679	0.106	0.173	0.797	0.825	0.846	0.689	0.156	0.497	0.818	0.796	0.783	0.799	

Table 4.9 has introduced all the values of the HTMT ratio for 2nd order constructs. As appeared in Table 4.9, all the values of the HTMT ratio for all 2nd order constructs were under 0.90 and passed the standard of the HTMT<0.90 (Gold et al., 2001). In this way, these findings demonstrated that discriminant validity had been built up for all the 2nd order constructs.

Table 4.9: HTMT ratio of 2nd Order Constructs

	BJN	BLG	BN	BPC	BSL	CBBE	Brand Assets
BJN							
BLG	0.078						
BN	0.1	0.15					
BPC	0.108	0.289	0.801				
BSL	0.341	0.204	0.136	0.165			
CBBE	0.116	0.169	0.834	0.826	0.159		
BRAND ASSETS	0.228	0.186	0.73	0.758	0.203	0.845	

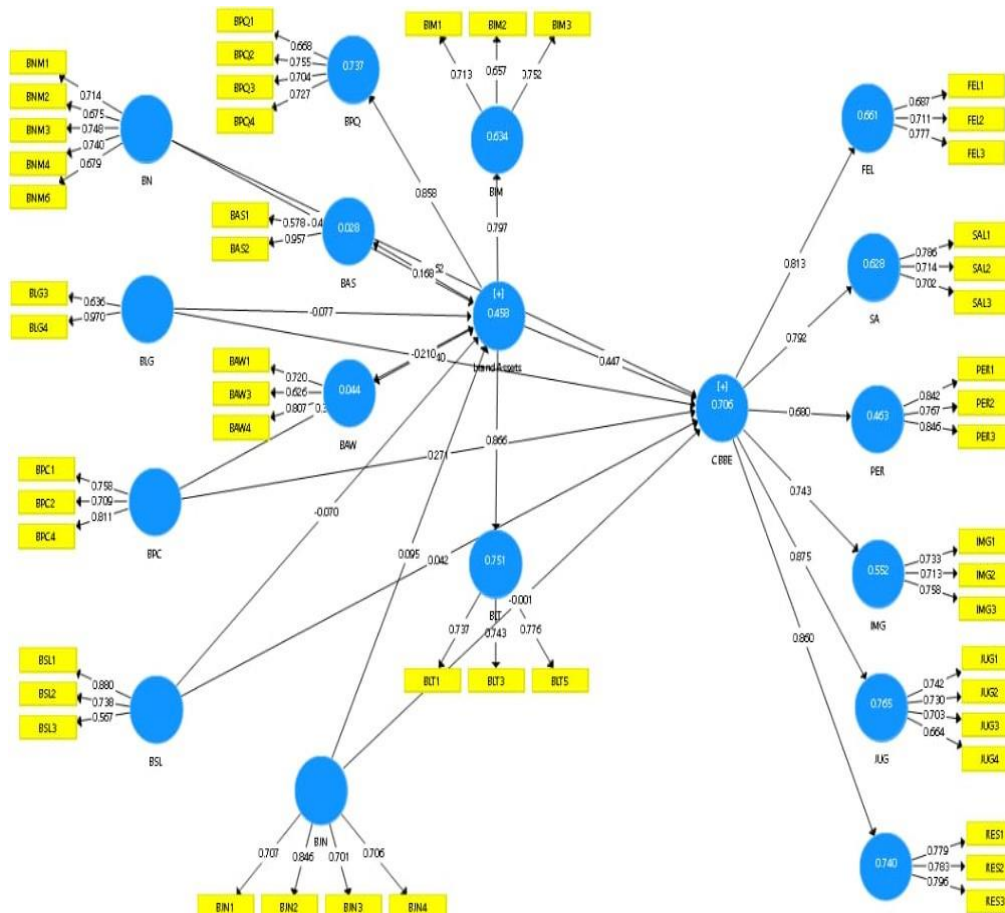


Figure 4.10: Measurement Model Assessment

4.10 Assessment of Structural Model (SEM)

When the goodness of the measurement model had been built up, the subsequent stage was to test the hypothesis. By running PLS-SEM calculation and bootstrapping, the appraisal of the structural model was performed (Chin & Henseler, 2010). In the first place, the prescient intensity of the structural model was assessed by the coefficient of determination (R² values) of the endogenous construct (Chin & Henseler, 2010; Henseler & Ringle, 2009) and the level and significance of the path coefficient was resolved (Henseler, Dijkstra, Sarstedt, & Ringle, 2014). Table 4.10 represents R square of each endogenous constructs of this study.

As per Cohen (1992; 2013), as a dependable guideline, R² values of 0.26, 0.13, or 0.02 for endogenous constructs develops can be depicted as substantial, moderate and weak respectively. Table 4.9 demonstrates that exogenous constructs such as, Brand Name, Brand Logo, Brand Packaging, Brand Slogans and Brand Jingles contributed 45.8% of the variance in Brand Assets, and 70.6% of the variance in Customer Based Brand Equity (CBBE), respectively. As indicated by Henseler et al. (2009), the R² of endogenous constructs with at least three exogenous constructs should be substantial, which was met in this study.

Table 4.10: Coefficient of Determination

	R Square	Effect Size
BRAND ASSETS	0.458	Substantial
Customer Based Brand Equity (CBBE)	0.706	Substantial

Second, the predictor constructs can be calculated by utilizing the effect size of Cohen (f^2) (Cohen, 2013). Since Brand Assets and Customer Based Brand Equity (CBBE) had more than one exogenous construct, the relative effect sizes (f^2) of the exogenous constructs were determined utilizing the Smart PLS 3. According to Cohen (2013), f^2 values of 0.35, 0.15, and 0.02 are considered large, medium, and small, respectively.

Table 4.11 shows that the value of f^2 in the relationship of (Brand Name (BNM) with CBBE, (Brand Packaging (BPC) with CBBE and (Brand Packaging (BPC) with Brand Assets) had relatively small effect sizes, the value of f^2 in the relationship of (Brand Name (BNM) with Brand Assets) had relatively medium effect size and the value of f^2 in the relationship of (Brand Assets with Customer Based Brand Equity (CBBE) had relatively large effect size (Cohen, 2013). This range of effect sizes was reasonable since there were many factors that affect Customer Based Brand Equity (CBBE) (Luk et al., 2008). This means that the estimated model fitted the data very well.

Table 4.11: Effect Size

	F2	Effect
BJN -> CBBE	0	No Effect
BJN -> brand Assets	0.017	No Effect
BLG -> CBBE	0.005	No Effect
BLG -> brand Assets	0.01	No Effect
BNM -> CBBE	0.13	Small
BNM -> brand Assets	0.204	Medium
BPC -> CBBE	0.142	Small
BPC -> brand Assets	0.149	Small
BSL -> CBBE	0.006	No Effect
BSL -> brand Assets	0.009	No Effect
brand Assets -> CBBE	0.369	Large

4.10.1 Direct Relationship-Path Analysis

As per Hair et al. (2013), the paths that are non-significant or giving indications the other way to the speculated don't support earlier hypothesis, while significant paths experimentally support the proposed causal relationship. Before the mediating impact was tested, bootstrapping with a resample of 5000 was rushed to get the t-value so as to survey if the direct relationship were significant. The path coefficients were delivered as appeared in Table 4.11 show the bootstrapping results. Points by point results are as follows:

Hypothesis 1: There is a positive relationship between Brand Name and Brand Assets.

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Name and Brand Assets. As the t-value 3.107 was greater than the cut-off value of 1.645, statistically significant relationship was found between Brand Name and Brand Assets ($\beta = 0.406$, $t = 3.107$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.223, UL = 0.519], did not straddle a 0 in between, indicating there is significant relationship between Brand Name and Brand Assets. Therefore, it has enough empirical support and Hypothesis 1 is supported.

Hypothesis 2: There is a positive relationship between Brand Logos and Brand Assets.

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Logos and Brand Assets. As the t-value 1.687 was greater than the cutoff value of 1.645, statistically significant relationship was found between Brand Logos and Brand Assets ($\beta = 0.077$, $t = 1.687$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.163, UL = -0.015], did not straddle a 0 in between, indicating there is significant relationship between Brand Logos and Brand Assets. Therefore, it has enough empirical support and Hypothesis 2 is supported.

Hypothesis 3: There is a positive relationship between Brand Packaging and Brand Assets.

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Packaging and Brand Assets. As the t-value 2.747 was greater than the cut-off value of 1.645, statistically significant relationship was found between Brand Packaging and Brand Assets ($\beta = 0.352$, $t = 2.747$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.175, UL = 0.460], did not straddle a 0 in between, indicating there is significant relationship between Brand Packaging and Brand Assets. Therefore, it has enough empirical support and Hypothesis 3 is supported.

Hypothesis 4: There is a positive relationship between Brand Slogans and Brand Assets.

Result from the output of the bootstrapping PLS-SEM showed an insignificant association between Brand Slogans and Brand Assets. As the t-value 1.348 was Lower than the cut-off value of 1.645, statistically insignificant relationship was found between Brand Slogans and Brand Assets ($\beta = -0.07$, $t = 1.348$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.138, UL = 0.043], did straddle a 0 in between, indicating there is an insignificant relationship between Brand Slogans and Brand Assets. Therefore, it has not enough empirical support and Hypothesis 4 is not supported.

Hypothesis 5: There is a positive relationship between Brand Jingles and Brand Assets.

Result from the output of the bootstrapping PLS-SEM showed an insignificant association between Brand Jingles and Brand Assets. As the t-value 1.224 was Lower than the cut-off value of 1.645, statistically insignificant relationship was found between Brand Jingles and Brand Assets ($\beta = 0.095$, $t = 1.224$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.124, UL = 0.167], did straddle a 0 in between, indicating there is an insignificant relationship between Brand Jingles and Brand Assets. Therefore, it has not enough empirical support and Hypothesis 5 is not supported.

Hypothesis 6: There is a positive relationship between Brand Name and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Name and Customer Based Brand Equity (CBBE). As the t-value 3.04 was greater than the cut-off value of 1.645, statistically significant relationship was found between Brand Name and Customer Based Brand Equity (CBBE) ($\beta = 0.262$, $t = 3.04$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.181, UL = 0.329], did not straddle a 0 in between, indicating there is significant relationship between Brand Name and Customer Based Brand Equity (CBBE). Therefore, it has enough empirical support and Hypothesis 6 is supported.

Hypothesis 7: There is a positive relationship between Brand Logos and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed an insignificant association between Brand Logos and Customer Based Brand Equity (CBBE). As the t-value 1.035 was Lower than the cut-off value of 1.645, statistically insignificant relationship was found between Brand Logos and Customer Based Brand Equity (CBBE) ($\beta = 0.04$, $t = 1.035$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.013, UL = 0.104], did straddle a 0 in between, indicating there is an insignificant relationship between Brand Logos and Customer Based Brand Equity (CBBE). Therefore, it has not enough empirical support and Hypothesis 7 is not supported.

Hypothesis 8: There is a positive relationship between Brand Packaging and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Packaging and Customer Based Brand Equity (CBBE). As the t-value 3.69 was greater than the cut-off value of 1.645, statistically significant relationship was found between Brand Packaging and Customer Based Brand Equity (CBBE) ($\beta = 0.271$, $t = 3.69$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.207, UL = 0.337], did not straddle a 0 in between, indicating there is significant relationship between Brand Packaging and Customer Based Brand Equity (CBBE). Therefore, it has enough empirical support and Hypothesis 8 is supported.

Hypothesis 9: There is a positive relationship between Brand Slogans and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed an insignificant association between Brand Slogans and Customer Based Brand Equity (CBBE). As the t-value 0.665 was Lower than the cut-off value of 1.645, statistically insignificant relationship was found

between Brand Slogans and Customer Based Brand Equity (CBBE) ($\beta = 0.042$, $t = 0.665$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.056, UL = 0.128], did straddle a 0 in between, indicating there is an insignificant relationship between Brand Slogans and Customer Based Brand Equity (CBBE). Therefore, it has not enough empirical support and Hypothesis 9 is not supported.

Hypothesis 10: There is a positive relationship between Brand Jingles and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed an insignificant association between Brand Jingles and Customer Based Brand Equity (CBBE). As the t-value 0.025 was Lower than the cut-off value of 1.645, statistically insignificant relationship was found between Brand Jingles and Customer Based Brand Equity (CBBE) ($\beta = -0.001$, $t = 0.025$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.063, UL = 0.049], did straddle a 0 in between, indicating there is an insignificant relationship between Brand Jingles and Customer Based Brand Equity (CBBE). Therefore, it has not enough empirical support and Hypothesis 10 is not supported.

Hypothesis 11: There is a positive relationship between Brand Assets and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association between Brand Assets and Customer Based Brand Equity (CBBE). As the t-value 3.908 was greater than the cut-off value of 1.645, statistically significant relationship was found between Brand Assets and Customer Based Brand Equity (CBBE) ($\beta = 0.447$, $t = 3.908$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.341, UL = 0.523], did not straddle a 0 in between, indicating there is significant relationship between Brand Assets and Customer Based Brand Equity (CBBE). Therefore, it has enough empirical support and Hypothesis 11 is supported.

Table 4.12: Results of Direct Relationship

H	RELATIONSHIPS	Beta	SD	t value	p value	LL	UL	DECISION
H1	BN -> brand Assets	0.406	0.131	3.107	0.001	0.223	0.519	SUPPORTED
H2	BLG -> brand Assets	0.077	0.046	1.687	0.046	-0.163	-0.015	SUPPORTED
H3	BPC -> brand Assets	0.352	0.128	2.747	0.003	0.175	0.46	SUPPORTED
H4	BSL -> brand Assets	-0.07	0.052	1.348	0.089	-0.138	0.043	NOT SUPPORTED
H5	BJN -> brand Assets	0.095	0.078	1.224	0.11	-0.124	0.167	NOT SUPPORTED
H6	BN -> CBBE	0.262	0.086	3.04	0.001	0.181	0.329	SUPPORTED
H7	BLG -> CBBE	0.04	0.039	1.035	0.15	-0.013	0.104	NOT SUPPORTED
H8	BPC -> CBBE	0.271	0.073	3.69	0	0.207	0.337	SUPPORTED
H9	BSL -> CBBE	0.042	0.063	0.665	0.253	-0.056	0.128	NOT SUPPORTED
H10	BJN -> CBBE	-0.001	0.041	0.025	0.49	-0.063	0.049	NOT SUPPORTED
H11	brand Assets -> CBBE	0.447	0.114	3.908	0	0.341	0.523	SUPPORTED

4.10.2 Testing the Mediating Effect of Brand Assets

After the direct relationships were tested, the test of the mediation impact was performed. As indicated by Hayes (2009), there are a few stages in evaluating this relationship. Initial, a researcher needs to fit a model through Structural Equation Modelling to assess the relationship between the predictor and the mediating variable. To do this, bootstrapping was performed. In light of data, it was presumed that Four mediating hypothesis were significant at the 0.05 level and just One mediating hypothesis was insignificant.

Hypothesis 12: Brand Assets mediates the relationship between Brand Name and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association through the mediation effect of Brand Assets between Brand Name and Customer Based Brand Equity (CBBE). As the t-value 3.008 was greater than the cut-off value of 1.645, statistically significant relationship was found through the mediation effect of Brand Assets between Brand Name and Customer Based Brand Equity (CBBE) ($\beta = 0.181$, $t = 3.008$, $p <$

0.05). Also as indicated by Preacher and Hayes (2008), [LL = 0.078, UL = 0.253], did not straddle a 0 in between, indicating there is mediation. Thus, the results revealed that the mediation effect of Brand Assets on the relationship between Brand Name and Customer Based Brand Equity (CBBE) was statistically significant. Therefore, it has enough empirical support and Hypothesis 12 is supported.

Hypothesis 13: Brand Assets mediates the relationship between Brand Logos and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association through the mediation effect of Brand Assets between Brand Logos and Customer Based Brand Equity (CBBE). As the t-value 1.75 was greater than the cut-off value of 1.645, statistically significant relationship was found through the mediation effect of Brand Assets between Brand Logos and Customer Based Brand Equity (CBBE) ($\beta = 0.034$, $t = 1.75$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.073, UL = -0.007], did not straddle a 0 in between, indicating there is mediation. Thus, the results revealed that the mediation effect of Brand Assets on the relationship between Brand Logos and Customer Based Brand Equity (CBBE) was statistically significant. Therefore, it has enough empirical support and Hypothesis 13 is supported.

Hypothesis 14: Brand Assets mediates the relationship between Brand Packaging and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association through the mediation effect of Brand Assets between Brand Packaging and Customer Based Brand Equity (CBBE). As the t-value 2.879 was greater than the cut-off value of 1.645, statistically significant relationship was found through the mediation effect of Brand Assets between Brand Packaging and Customer Based Brand Equity (CBBE) ($\beta = 0.158$, $t = 2.879$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.06, UL = 0.224], did not straddle a 0 in between, indicating there is mediation. Thus, the results revealed that the

mediation effect of Brand Assets on the relationship between Brand Packaging and Customer Based Brand Equity (CBBE) was statistically significant. Therefore, it has enough empirical support and Hypothesis 14 is supported.

Hypothesis 15: Brand Assets mediates the relationship between Brand Slogans and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed a positive and significant association through the mediation effect of Brand Assets between Brand Slogans and Customer Based Brand Equity (CBBE). As the t-value 1.722 was greater than the cut-off value of 1.645, statistically significant relationship was found through the mediation effect of Brand Assets between Brand Slogans and Customer Based Brand Equity (CBBE) ($\beta = 0.031$, $t = 1.722$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = 0.059, UL = 0.080], did not straddle a 0 in between, indicating there is mediation. Thus, the results revealed that the mediation effect of Brand Assets on the relationship between Brand Slogans and Customer Based Brand Equity (CBBE) was statistically significant. Therefore, it has enough empirical support and Hypothesis 15 is supported.

Hypothesis 16: Brand Assets mediates the relationship between Brand Jingles and Customer Based Brand Equity (CBBE).

Result from the output of the bootstrapping PLS-SEM showed an insignificant association through the mediation effect of Brand Assets between Brand Jingles and Customer Based Brand Equity (CBBE). As the t-value 1.323 was lower than the cut-off value of 1.645, statistically insignificant relationship was found through the mediation effect of Brand Assets between Brand Jingles and Customer Based Brand Equity (CBBE) ($\beta = 0.043$, $t = 1.323$, $p < 0.05$). Also as indicated by Preacher and Hayes (2008), [LL = -0.038, UL = 0.072], did straddle a 0 in between, indicating there is no mediation. Thus, the results revealed that the mediation effect of Brand Assets on the relationship between Brand Jingles and Customer Based Brand Equity

(CBBE) was statistically insignificant. Therefore, it has not enough empirical support and Hypothesis 16 is not supported.

Table 4.13: Indirect Effects

H	RELATIONSHIPS	Beta	SD	t value	p value	LL	UL	Decision
H12	BN -> brand Assets - > CBBE	0.181	0.06	3.008	0.001	0.078	0.253	Supported
H13	BLG -> brand Assets -> CBBE	0.034	0.02	1.75	0.04	-0.073	-0.007	Supported
H14	BPC -> brand Assets -> CBBE	0.158	0.055	2.879	0.002	0.06	0.224	Supported
H15	BSL -> brand Assets - > CBBE	0.031	0.018	1.722	0.041	0.059	0.080	Supported
H16	BJN -> brand Assets - > CBBE	0.043	0.032	1.323	0.093	-0.038	0.072	Not Supported

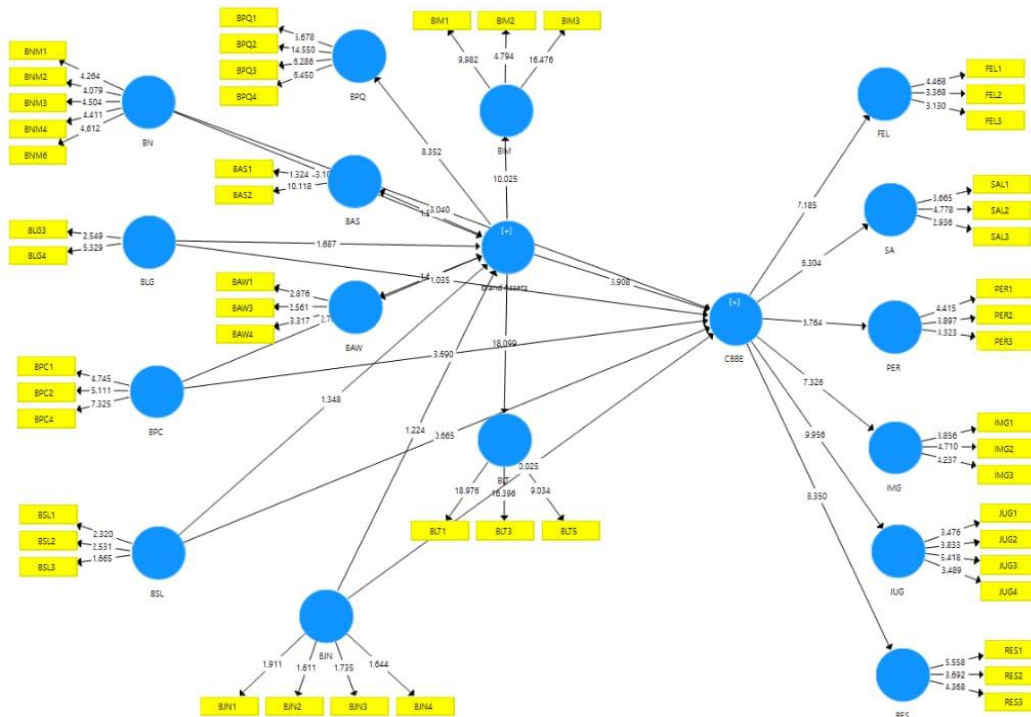


Figure 4.11: Structural Model Assessment

4.11 Summary of Findings

Table 4.14: Summary of Findings

Sr #	Hypothesis	Decision
H1	There is a positive relationship between Brand Name and Brand Assets.	Supported
H2	There is a positive relationship between Brand Logos and Brand Assets.	Supported
H3	There is a positive relationship between Brand Packaging and Brand Assets.	Supported
H4	There is a positive relationship between Brand Slogans and Brand Assets.	Not Supported
H5	There is a positive relationship between Brand Jingles and Brand Assets.	Not Supported
H6	There is a positive relationship between Brand Name and Customer Based Brand Equity (CBBE).	Supported
H7	There is a positive relationship between Brand Logos and Customer Based Brand Equity (CBBE).	Not Supported
H8	There is a positive relationship between Brand Packaging and Customer Based Brand Equity (CBBE).	Supported
H9	There is a positive relationship between Brand Slogans and Customer Based Brand Equity (CBBE).	Not Supported
H10	There is a positive relationship between Brand Jingles and Customer Based Brand Equity (CBBE).	Not Supported
H11	There is a positive relationship between Brand Assets and Customer Based Brand Equity (CBBE).	Supported
H12	Brand Assets mediates the relationship between Brand Name and Customer Based Brand Equity (CBBE).	Supported
H13	Brand Assets mediates the relationship between Brand Logos and Customer Based Brand Equity (CBBE).	Supported
H14	Brand Assets mediates the relationship between Brand Packaging and Customer Based Brand Equity (CBBE).	Supported
H15	Brand Assets mediates the relationship between Brand Slogans and Customer Based Brand Equity (CBBE).	Supported
H16	Brand Assets mediates the relationship between Brand Jingles and Customer Based Brand Equity (CBBE).	Not Supported

4.12 Summary of the Chapter

This section detailed the discoveries of the investigation. SPSS was utilized to portray the respondents' profile. Be that as it may, PLS-SEM investigation was utilized to test reliability and validity of the measures. The method of bootstrapping in PLS-SEM examination was utilized to test the hypothesis. When all is said in done, the outcome showed that the measurement model was considered adequate dependent on adequate proof of reliability, convergent validity and discriminant validity. After the measurement model was evaluated, and the structural model was tested. The following chapter discusses the findings.

CHAPTER FIVE: DISCUSSION

5.0 Introduction

This part presents a conversation on the discoveries of the investigation and endeavors to clarify the normality and irregularities of the outcomes corresponding to past exact discoveries and hypothetical contentions. The discussion chapter starts with the detailed description of direct relationship of hypothesis under section 5.1 and explains the results of hypothesis related to mediating effect of Brand Assets under section 5.2.

5.1 Direct Relationship

5.1.1 The Relationship between Brand Name and Brand Assets

This research anticipated a progressive relationship between brand name and brand assets after empirical scrutiny which is the higher level of brand name will result in better performance of brand assets. This finding of direct relationship between both variables is associated with previous findings (e.g. Pitta & Katsanis, 1995; Aaker & Joachimsthaler, 2000; Keller K. , 2009; Özer & Çavuşgil Köse, 2013) brand name is definitely a major cause to increase the awareness for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and likewise strengthens the customer loyalty. Huang, Schrank and Dubinsky (2006) stated the importance of brand name for online shoppers as well. Results showed that an item's brand name influences online customers' apparent risk, yet the other way to that normal. Thus brand name impacts purchases of customers for both types including physical shoppers and online shoppers helping all the firms to boost their revenues. Therefore, the finding implies that brand name is an essential component of branding as it can prompt the organizations for realizing the importance of brand name towards improving the level of brand assets.

The brand name has a large variety for its utilization with regard to the successful business activity, products of an organization and an individual in current dynamic and energetic business market place in which their business messages and their distribution of products are no longer narrow for the electronic media, social media as well as an active print media is working there. Role of brand name in corporate sector is for increasing the organizational profits in light of outcomes of this research. Same conclusion has been drawn by Jun and Lee (2007) that brand name is an indicator for revenue growth and getting good recognition in the market by creating some uniqueness in the product through brand name which actually represent the insight features and characters of the product as well, especially among the organization and its consumers.

The brand can be understood as a firm's identity which represent the actual quality and its product's features as well in which make the product distinct from other product or in term of the firm's product or services. The findings of our study also depicts that putting a name of brand on the product of a firm makes some specific descriptive features in their product which make different from other products in the market for their specific customers and it also describe the users that true meaning of the brand or users know that what this firm stand for this brand in term of representing its features, quality standards, value or price range, its design and other elements (Jay & Naslund, 2011).

5.1.2 The Relationship between Brand Logo and Brand Assets

This research anticipated a progressive relationship between brand logo and brand assets after empirical scrutiny which states that the more elevated level of brand logo will bring about more significant levels of brand assets. This finding of direct relationship between both variables is associated with previous findings (e.g. Kottler, 2011; Lieven , Grinsven & Das, 2014; Grohmann, Herrmann, Landwehr, & Tilburg, 2015; Chinomona & Maziriri, 2017) brand logo is definitely a major cause to increase the awareness for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and likewise strengthens the customer loyalty and other brand assets taken into account. Brand logo plays a vital role in triggering the brand assets. Impressive logos always play part in creating equity and awareness for brands. This statement was empirically

tested by some researchers on sixty eight logos of brands and they concluded that brands who have designed complex logos gained more brand recognition as compare to brands who have designed simple logos (Grinsven & Das, 2014; Machado, Carvalho, & Torres, 2015). Our findings also support this conclusion as target population seconds that logo design has an impact on their purchase aim and helps them to recall the quality and experience they had while using it.

5.1.3 The Relationship between Brand Packaging and Brand Assets

This research anticipated a progressive relationship between packaging and brand assets after empirical scrutiny which states that the more elevated level of brand logo will bring about more significant levels of brand assets. This finding of direct relationship between both variables is associated with previous findings (e.g. Balmford, Borland, & Yong, 2016; Opong & Phiri, 2018) brand packaging is definitely a major cause to increase the awareness and image for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and likewise strengthens the customer loyalty by creating strong association. The packaging is the art, fun, technique, strategy or even can be a technology to protect the goods or enclose the items for their distribution channels, selling the goods, storing the products and their ultimate utilization. The product packaging can also be referred to the entire procedure which direct towards the product evaluating and producing designing (Soroka, 2002). These attributes make packaging an important factor in uplifting the brand assets. Findings supported the statement as most of consumers responded that packaging helped to build brand associations and increase the level of their purchasing aims.

Findings of our study depicts that packaging essentially adds to help brand equity by intervening impression of brand assets and brand association. These outcomes demonstrate that managers in all industries must to contemplate packaging as a significant brand-building apparatus in their advertising system to improve brand equity. This will improve their serious uniqueness in the over-the-counter market (Opong & Phiri, 2018).

5.1.4 The Relationship between Brand Slogans and Brand Assets

This research anticipated an adverse relationship between brand slogans and brand assets after empirical analysis which is the higher level of brand slogans has no any significant impact on brand assets. Importance of slogans and their impact on consumers is associated with previous findings (e.g. Kohli, Leuthesser, & Suri, 2007; Dass, Kohli, Kumar, & Thomas, 2014). A slogan is a basic part of a brand's promoting stage that helps shape its character and characterize its situating. According to our findings, brand slogan is not an indicator to trigger the levels of brand assets. Respondents didn't show any positive response for relationship between brand slogans and brand assets. Slogan which may helpful for organization to increase their sale and creating the most interest of the consumers toward their specific products and making more efforts to keeping in customer's mind their image of the product and as well as name of the company. Our finding of this study doesn't support this statement and hence this study rejected H4 after not getting empirical support.

5.1.5 The Relationship between Brand Jingles and Brand Assets

This research anticipated negative relationship between brand jingles and Brand Assets after empirical analysis which is the higher level of brand slogans has no any significant impact on brand assets. Relationship between brand jingles and Brand Assets is associated with previous findings (Kotler, 2011; McLeod, 2005; Chijioke, 2016; Jayakody, 2016). Now the advertising technique "jingle" is in use by the most of the advertisement companies for their products of nominated brands such like milk powder, chocolates, automobiles, home appliances and tobacco items. According to our findings, brand jingle is not an indicator to trigger the levels of brand Assets. Respondents didn't show any positive response for relationship between brand jingles and brand assets. Advertising companies usually use the jingles in their commercial ads in the Televisions and Radio and even the advertising companies also using the contexts which are non-advertising for maintaining or establishing the good image of their brand in the market. In other terms, the jingles can be understood as a form of sound of brand image in which direct hit memory of customer. Our findings don't support and hence this study rejected H5 after not getting empirical support.

5.1.6 The Relationship between Brand Name and Customer Based Brand Equity

This research anticipated a progressive relationship between brand name and CBBE after empirical analysis which is the higher level of brand name will result in increased levels of Customer Based Brand Equity (CBBE). This finding of direct relationship between both variables is associated with previous findings (e.g. Stewart, 1997; Chaudhuri and Holbrook, 2001; Jun & Lee, 2007; Mishra & Datta, 2011). The brand name in corporate sector always refers to the essentials which build an enterprise to dissimilar from other associates and let it to be a well-known and popular in which consumers can be recognize and describe the value of their product or services through remembering and with relation to the same, brand name is definitely a major cause to increase the CBBE. The CBBE can be understood as a term of any business marketing which illustrate the actual worth of a branded product or worth of its quality and this value is always set by the customer who pay with his or her most expectations from that product or services such as physical quality of the product, inside feature or reliability which the customer may have an experienced with that brand (Knapp, 2000).

Our findings stated this relationship as a consumer must has a knowledge about the name of the brand or he or she have seen that brand product before one time or even multiple times as well as customer's liking and association with the name of brand which remain in customer's memory and like this it will increase level for Customer Based Brand Equity (CBBE). At the point when clients buy items, the buyer's decision is regularly influenced by brand name. A few clients buy explicit brand items simply because of brand name. The brand name of the corporate sector as an arrangement of the image of fundamentals such as the name of an organization can be a superior degree of concept that always consists the business strategy of an organization, the insight culture of the concern corporate and their internal and external communication among the employee of the firm and their entire consumers as well (Melewar & Jenkins, 2002; Alessandri, 2001). The empirical support showed that brand name has an influence on consumer purchasing behavior thus getting positive response from consumers. Brand name is successful means of communication between brand and customers. When customer intends to buy a product, he/she has many brand options to choose from but customer will buy that product with preference to

name of brand and its reputation in market place because of last experience and trust. So our study accepts H6.

5.1.7 The Relationship between Brand Logo and Customer Based Brand Equity

This research anticipated a negative relationship between brand logo and CBBE after empirical analysis which is the higher level of brand logo will not result in increased level of CBBE. This finding of direct relationship between both variables is associated with previous findings (e.g. Grinsven & Das, 2014; Hooft, 2015; Bettels & Wiedmann, 2019; Maria, 2019) brand logo is definitely a major cause to increase the awareness for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to the purchases. Researchers included different brands to determine the brand preference of consumers keeping in account brand logo as a dimension of design. They found out significant relationship between brand logo and consumer preferences while making purchase for a particular brand (Lieven , Grohmann, Herrmann, Landwehr, & Tilburg, 2015). Unlike, our finding didn't support the previous research studies and concluded that logos don't play much part in creating customer equity. Hence, our study rejected H7 which proposed that there is significant relationship between brand logo and CBBE.

This positive relationship was also proved by Denecli (2015) when the researcher recognized the impact of the customer attitude towards the brand logos for specific brand. Likewise, this direct and positive relationship was stated by other researchers (e.g. Park, Andreas and Pol, 2013; Imtiaz & Akif, 2012). Logos can have a profound influence on decision making of consumers ultimately creating more equity towards brand but not to a higher degree. Our findings suggest that it may be because most of the logos of firms are not simple and poorly designed which causes a reason for consumers to not memorize it. Ultimately, consumers will experience more time to recognize the particular product and associate the brand with certain feelings. This finding is align to the previous research work of Hooft (2015) to check the impact of continuous changes in logo design on consumer's perception. According to empirical findings, logos convey the values and high degree of change in brand logos can affect consumers in remembering the logo and likewise affects the brand recognition (Bettels & Wiedmann, 2019).

In the light of literature view, past studies conclusions and our current study findings, brand logo is not an important trigger to increase levels of Customer Based Brand Equity (CBBE). Hence, hypothesis 7 (H₇) has been rejected which proposed the direct relationship between both variables is positive. Consumer based brand equity will not increase because of brand logos as brand logos are not properly designed due to which consumer could not be able to recognize particular brand while making buying decisions.

5.1.8 The Relationship between Brand Packaging and Customer Based Brand Equity

This research anticipated a progressive relationship between packaging and CBBE after empirical scrutiny which states that the more elevated level of brand logo will bring about more significant levels of Customer Based Brand Equity (CBBE). This finding of direct relationship between both variables is associated with previous findings (e.g. Balmford, Borland, & Yong, 2016; Opong & Phiri, 2018, Ahmed Khan & Siddiqui, 2019) brand packaging is definitely a major cause to increase the CBBE of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to the purchases. The product packaging can also be referred to the entire procedure which direct towards the product evaluating and producing designing (Soroka, 2002). Empirical support showed that packaging has progressive effect on consumers purchasing conduct. Consumers are pulled in towards those items which gives enough and satisfactory measure of data on its items' packaging. Healthful data is among one of the significant component that needs more concentration and it will without a doubt brings about a progressive route to makers of dairy items. Subsequently, makers and advertisers of milk should concentrate on their product's packaging highlights particularly on the verbal component as an essential procedure so as to impacts consumers purchasing conduct. Our finding supports the past studies as well like Akhtar, Ahmed and Jafar (2016) concluded that packaging components, for example, shading, foundation image, wrapper plan and imaginative thoughts, have critical effect on consumers' purchasing conduct hence proving that brand packaging has positive effect on consumer buying behaviour creating equity. Another examination likewise builds up a hypothetical base and proposes a structure that fuses the elements of packaging types and their inter-relationships towards consumer buying behaviour

and discovered a positive relationship between both variables generating more of customer equity (Kauppinen-Räsänen, 2014).

In the light of literature view, past studies conclusions and our current study findings, brand packaging is an important trigger to increase levels of Customer Based Brand Equity (CBBE). Hence, hypothesis 8 (H_8) has been accepted which proposed the direct relationship between both variables. Customer Based Brand Equity (CBBE) will increase because different types of packaging improve the long life, performance, freshness and the functionality and effectiveness of the goods and these are the factor which encourages customers to raise their purchase aim for particular commodity with useful packaging.

5.1.9 The Relationship between Brand Slogans and Customer Based Brand Equity

This research anticipated a negative relationship between brand slogan and CBBE after empirical analysis which is the higher level of brand slogan will not result in increased level of CBBE. This finding of direct relationship between both variables is associated with previous findings (e.g. Sharp, 1984; Burr & Irwin, 1995; Kohli, Leuthesser & Suri ,2007; Rosengren & Dahlen, 2006) brand slogan isnot considered a major cause out of all Brand Elements considered to increase the Customer Based Brand Equity (CBBE) for all products. Corporate slogan as a short number of words in a phrase can be a slogan for a brand in which a firm creates and uses it for organization or a specific product to make attractful and easily memorable for their customers' minds and make that slogan as a catchy line of the firm (Fawcett, 1920). But still brand slogan could not make a place like other brand elements in our study. One of the past studies proposed the best way to utilize slogans in a disorderly domain, for example, making irritating and bothering slogans or utilizing varieties of slogans (Rosengren & Dahlen, 2006). Many firms just do not have an idea how to make a perfect slogan due to which customers don't recall their products while making purchase decisions.

This negative relationship between slogan and customer based brand equity has also been shown by Kohli, Leuthesser and Suri (2007), all things considered, in spite of the fact that

promoting directors use slogans widely, they are frequently at a misfortune with regards to making them. Thus, this prompts incapable utilization of slogans. In the light of literature view, past studies conclusions and our current study findings, brand slogan is not an important trigger to increase levels of Customer Based Brand Equity (CBBE). Hence, hypothesis 9 (H_9) has been rejected which proposed the direct relationship between both variables is positive. Customer Based Brand Equity (CBBE) will not increase because of slogans as slogans are not properly used to communicate a thought or reason toward its audience or targeted customers.

5.1.10 The relationship between Brand Jingles and Customer Based Brand Equity

This research anticipated a negative relationship between brand jingles and CBBE after empirical analysis which is the higher level of brand jingles will not result in increased level of CBBE. This finding of direct relationship between both variables is associated with previous findings (e.g. Chijioke, 2016; Akpoghiran & Okoro, 2019; Tan, Wang, & Jieyang, 2008) brand jingle is not considered a major cause out of all brand elements considered to increase the CBBE for all products. According to McLeod (2005), a jingle can be understood as a short attract full voice tune or a song which advertisement companies used in their advertisements and commercial ads in multimedia means of communication like TVs and radio and it consists on a single or multiple hooks and means of communications which used to explicitly promote their ultimate services or products that are used in their advertisement, generally it associated with the utilization of a single or multiple slogans of their organization in their most advertisements. Research outcomes of Shakil and Siddiqui (2019) uncovered the effect of music in publicizing and the amount it can influence the buyers. As the analysts did the exploration, it is demonstrated that music in promoting is extremely significant and its effects on purchasers' purchasing conduct.

Unlike the past researches showing direct and positive relationship between both variables i.e. brand jingles and CBBE, the findings of our study stated negative relationship between both variables i.e. brand jingle is not an important indicator for improving levels of CBBE. This negative relationship between slogan and CBBE has also been shown by Akpoghiran and Okoro (2019), the general outcome demonstrated that there were poor radio jingles on ecological training and the board. Reasons depended on shortage of sponsorship and lack of natural social obligation with respect to the broad communications. Thus, this prompts incapable utilization of jingles. In the light of literature view, past studies conclusions and our current study findings, brand jingle is not an important trigger to increase levels of Customer Based Brand Equity (CBBE). Hence, hypothesis 10 (H_{10}) has been rejected which proposed the direct relationship between both variables is positive. Customer Based Brand Equity (CBBE) will not increase because of jingles as jingles are not properly used to communicate a thought or reason toward its audience or targeted customers.

5.1.11 The Relationship between Brand Assets and Customer Based Brand Equity

This research anticipated a progressive relationship between brand assets and CBBE after empirical scrutiny which states that the more elevated level of brand logo will bring about more significant levels of CBBE. This finding of direct relationship between both variables is associated with previous findings (e.g. Dhurup, Mafini, & Dumasi, 2014; Langaro, Rita, & Fátima, 2018; Chinomona & Maziriri, 2017; Foroudi, 2018; Sharma, Ahmad, & Hassan, 2018; Ashraf, Ilyas, Imtiaz, & Ahmad, 2018; Abbey, Kleber, and C. Souza, 2017; Iglesias, Singh, and Sierra, 2019) Brand Assets are definitely a major cause to increase the CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases.

Five components were taken under the head of Brand Assets which are brand awareness, brand association, brand perceived quality, brand image and brand loyalty. Brand awareness stands for capability and knowledge of a customer with regard to identify, identify and evoke a product through considering the brand image in different situations and environments that fulfil his all product's requirements Keller (2007). Brand awareness consists of some specific signs or image with regard to a product or an organization as a recall a memory for specific brand recognition as well as product (Neumeier, 2006). Our findings likewise stated that the brand recall memory can be understood as when consumers look at different categories of some products, his memory recall a brand name exactly to him for buying that particular product or get the services from that organization as well and the recognition of a specific brand is ability of customers for identifying any special product having a specific brand when there are lot of brand images in their mind and the real customer may able to speak about a specific image of a brand appropriately when the consumer ever get a well experience, saw the name of a brand having the same required featured product or heard about that brand from word-of-mouth creating more equity. Thus proving that brand awareness has significant and positive impact on CBBE.

The brand associations are not benefits directly to the owner even this brand symbol or images can be associated to the particular brand product Kotler, (2011) and its associated attributes and internal features which attracts the consumers. The positive relationship between

brand association and CBBE has been stated by researchers like Elangeswaran and Ragel (2014) in carbonated soft drinks industry, Dew and Kwon (2009) in clothing brands research study and Teng (2008) in hotel industry. Our findings also align with previous results of researches thus proving that brand association has significant and positive impact on CBBE. The loyalty with the brand by the customer is always considered as a significant element of the product marketing which always has an impact as a rise in brand equity. Some research works supported this proposition (Gil, 2007; Taylor, 2004; Ashraf, Ilyas, Imtiaz, & Ahmad, 2018). Our findings also second this statement and suggested that the brand loyalty by the consumer has always kept a strong positive influence and the direct corporation to overall increase the Brand Assets in terms of customer's brand loyalty and ultimately increasing equity.

PQ is always understood as an evaluation of product by the consumer with regard to its value and price as compare to the quality and functions of the product and the market value to that brand or particular product as well and even the judgment for the specifications of the subjected brand and product's consistency which help to add its price and overall value in the market or in the eye of a consumer and these are the reasons it is considered as an important trigger for improving CBBE. Hapsari and Michael Clemes (2015); Kant and Jaiswal (2017) and Vranešević and Stančec (2003) found out positive relationship between brand perceived quality and CBBE. Our study findings also showed the same results. The business environment today is becoming very tough and competitive for organizations and a well for good sale of their products and the well placed and well-known brand image became highly important for customers as well as for business organizations. Positive relationship has been confirmed by past research work of Iglesias, Singh, and Sierra (2019) and Djatmiko and Pradana (2016). Our findings also stated that just because the marketplaces became overcrowded and the valuable customers mostly make their decisions for their product purchase with more relying on a brand image of their product than counting on the actual features and characteristics of the subjected product.

In the light of literature view, past studies conclusions and our current study findings, brand assets are an important trigger to increase levels of Customer Based Brand Equity (CBBE). Hence, hypothesis 11 (H_{11}) has been accepted which proposed the direct relationship between both variables is positive. CBBE will increase because of brand assets.

5.2 Mediation effect of Brand Assets

5.2.1 The Mediation Effect of Brand Assets on Brand Name and Customer Based Brand Equity

This research anticipated a positive relationship between brand assets, brand name and CBBE after empirical analysis which states that the more elevated level of brand name will bring about more significant levels of CBBE with the mediation effect of brand assets. This finding of relationship between variables is associated with previous findings (e.g. Aaker, 1990; Huang, Schrank, & Dubinsky, 2006; Gustafson & Chabot, 2007; Alnsour & Labib, 2018) brand asset is definitely a major cause to increase the level of brand names and CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases.

Rekom (1997) explaining about corporate identity has written that no doubt there is more consumption of the social media in the world wide and almost all type of consumers are publisher their self on the social media for the products in which they are using and active for promoting their own favourite branded product. Every one brand name is going in the competition for the consumer's attention and time—current resources which are inadequate—to build the most significant relation between their brand and their targeted consumer and audiences as well. Jay and Naslund (2011) stated the importance of brand name as the brand can be understood as an firm's identity which represent the actual quality and its product's features as well in which make the product distinct from other product or in term of the firm's product or services and their emotional entities associated with this name for ease of its users or follower as well for the intangible customers have their interest with these services.

Our findings suggested that putting a name of brand on the product of a firm when they make some specific descriptive features in their product makes them different from other products in the market for their specific customers and it also describe the users that true meaning of the brand or users know that what this firm stand for this brand in term of

representing its features, quality standards, value or price range, its design and other elements. Brand awareness played mediating role in recalling the particular products. All these elements stay in the mind of customers when they repurchase an item creating more equity. Jun and Lee (2007) also second the representation of insight features and characters of the product by brand name. It helps in corporate sector for increasing the organizational profits and getting good recognition in the market by creating some uniqueness in the product.

In the light of literature view, past studies conclusions and our current study findings, brand assets are an important trigger to increase levels of Customer Based Brand Equity (CBBE) and brand name. Hence, hypothesis 12 (H_{12}) has been accepted with empirical support which proposed the mediating effect of brand assets on both variables is positive. Brand assets are definitely a major cause to increase the awareness of brand name for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and make him loyal to the brand and likewise increases CBBE.

5.2.2 The Mediation Effect of Brand Assets on Brand Logo and Customer Based Brand Equity

This research anticipated a progressive relationship between brand assets, brand logo and CBBE after empirical analysis which states that the more elevated level of brand logo will bring about more significant levels of CBBE with the mediation effect of Brand Assets. This finding of relationship between variables is associated with previous findings (e.g. Kottler, 2011; Lieven , Grinsven & Das, 2014; Grohmann, Herrmann, Landwehr, & Tilburg, 2015; Chinomona & Maziriri, 2017) Brand Asset is definitely a major cause to increase the level of brand logo and CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases.

Brand Assets play a mediating role in triggering the brand logo and Customer Based Brand Equity (CBBE). Like along with impressive logos, brand awareness always plays part in

creating equity for brands. This statement was empirically tested by some researchers on sixty eight logos of brands and they concluded that brands who have designed complex logos gained more brand recognition as compare to brands who have designed simple logos (Grinsven & Das, 2014; Machado, Carvalho, & Torres, 2015). Our findings also support this conclusion as target population seconds that brand assets (Brand awareness, brand association, brand perceived quality, brand image and brand loyalty) taken in account for this research has an impact on their purchase aim and helps them to recall the quality and experience they had while using it due to brand logos of commodities. Thus explaining that brand assets is a potential mechanism by which brand logo is able to produce changes on CBBE. In context of Pakistan's literature, there was a lack of research to see mediating impact of all selected brand assets on brand logo and CBBE.

In the light of literature view, past studies conclusions and our current study findings, brand assets are an important trigger to increase levels of CBBE and brand logo. Hence, hypothesis 13 (H_{13}) has been accepted with empirical support which proposed the mediating effect of Brand Assets on both variables is positive. Brand logos are definitely a major cause to increase the brand image and awareness of brand logo for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and make him loyal to the brand by creating brand image and brand perceived quality.

5.2.3 The Mediation Effect of Brand Assets on Brand Packaging and Customer Based Brand Equity

This research anticipated a progressive relationship between brand assets, brand packaging and CBBE after empirical scrutiny which states that the more elevated level of brand packaging will bring about more significant levels of CBBE with the mediation effect of Brand Assets. This finding of relationship between variables is associated with previous findings (e.g. Balmford, Borland, & Yong, 2016; Oppong & Phiri, 2018, Ahmed Khan & Siddiqui, 2019) brand asset is definitely a major cause to increase brand logo and CBBE of a branded products

and services that positively play significant key function for the decision-making by the consumers with regard to the purchases.

Akhtar, Ahmed and Jafar (2016) concluded that packaging components, for example, shading, foundation image, wrapper plan and imaginative thoughts, have critical effect on consumers' purchasing conduct hence proving that brand packaging has positive effect on consumer buying behaviour creating equity. Another examination likewise builds up a hypothetical base and proposes a structure that fuses the elements of packaging types and their inter-relationships towards consumer buying behaviour and discovered a positive relationship between both variables generating more of customer equity (Kauppinen-Räsänen, 2014). Findings of our study depicts that packaging essentially adds to help brand equity through the intervening impact of Brand Assets. These outcomes demonstrate that managers in all industries must to contemplate packaging as a significant brand-building apparatus in their advertising system to improve brand equity. This will improve their serious uniqueness in the over-the-counter market (Oppong & Phiri, 2018).

Our findings also support this conclusion as target population seconds that Brand Assets taken in account for this research has an impact on their purchase aim and help them to recall the quality and experience they had while using it due to brand packaging of commodities. Thus explaining that brand assets is a potential mechanism by which brand packaging is able to produce changes on CBBE. In context of Pakistan's literature, there was a lack of research to see mediating impact of all selected brand assets on relationship between brand packaging and CBBE. In the light of literature view, past studies conclusions and our current study findings, brand assets are an important trigger to increase levels of CBBE and brand packaging. Hence, hypothesis 14 (H_{14}) has been accepted with empirical support which proposed the mediating effect of brand assets on both variables is positive. Brand packaging is definitely a major cause to increase the brand image and awareness of brand logo for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and make him loyal to the brand by creating brand image and brand perceived quality.

5.2.4 The Mediation Effect of Brand Assets on Brand Slogans and Customer Based Brand Equity

This research anticipated a progressive relationship between brand assets, brand slogans and CBBE after empirical scrutiny which states that the more elevated level of brand slogans will bring about more significant levels of CBBE with the mediation effect of brand assets. The positive and negative relationship between variables is associated with previous findings (e.g. Sharp, 1984; Burr & Irwin, 1995; Rosengren & Dahlen, 2006; Kohli, Leuthesser, & Suri, 2007; Dass, Kohli, Kumar, & Thomas, 2014) Brand Asset is definitely a major cause to increase brand slogans and CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases.

Corporate slogan as a short number of words in a phrase can be a slogan for a brand in which a firm creates and uses it for organization or a specific product to make attractful and easily memorable for their customers' minds and make that slogan as a catchy line of the firm (Fawcett, 1920). But still brand slogan has not any impact on CBBE. One of the past studies proposed the best way to utilize slogans in a disorderly domain, for example, making irritating and bothering slogans or utilizing varieties of slogans (Rosengren & Dahlen, 2006). Many firms just do not have an idea how to make a perfect slogan due to which customers don't recall their products while making purchase decisions. The negative relationship between slogan and CBBE has been shown by Kohli, Leuthesser and Suri (2007), all things considered, in spite of the fact that promoting directors use slogans widely, they are frequently at a misfortune with regards to making them. Thus, this prompts incapable utilization of slogans and, at last, the chance of a shockingly poor linkage between Customers Based Brand Equity (CBBE) and slogan, even among the most notable brands.

Our findings support that if brand assets played a role of mediator there would be a positive relationship between both variables that are brand slogans and CBBE as target population seconds that Brand Assets taken in account for this research has an impact on their purchase aim and helps them to recall the quality and experience they had while using it due to brand slogans of products. Thus explaining that Brand Assets is a potential mechanism by which

brand slogan is able to produce changes on CBBE. In context of Pakistan's literature, there was a lack of research to see mediating impact of all selected Brand Assets on relationship between brand slogan and CBBE.

In the light of literature view, past studies conclusions and our current study findings, brand assets are an important trigger to increase levels of Customer Based Brand Equity (CBBE) and brand slogan. Hence, hypothesis 15 (H_{15}) has been accepted with empirical support which proposed the mediating effect of brand assets on both variables is positive. Brand slogan is definitely a major cause to increase the brand image and awareness of brand logo for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and make him loyal to the brand by creating brand image and brand perceived quality.

5.2.5 The Mediation Effect of Brand Assets on Brand Jingles and Customer Based Brand Equity

This research anticipated a negative relationship between brand assets, brand slogans and CBBE after empirical analysis which states that the more elevated level of brand jingles will bring about more significant levels of CBBE with the mediation effect of brand assets. The relationship between variables is associated with previous findings (Kotler, 2011; McLeod, 2005; Chijioke, 2016; Jayakody, 2016) Brand Assets are not major cause mostly to increase brand slogans and CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases. This negative relationship between slogan and CBBE has been shown by Akpoghiran and Okoro (2019), the general outcome demonstrated that there were poor radio jingles on ecological training and the board. Reasons depended on shortage of sponsorship and lack of natural social obligation with respect to the broad communications. Thus, this prompts incapable utilization of jingles and, at last, the chance of a shockingly poor linkage between a brand and its jingles, even among the most notable brands creating no Customer Based Brand Equity (CBBE).

Our findings support that if brand assets played a role of mediator there would be still a negative relationship between both variables that are brand slogans and CBBE as target population seconds that brand assets taken in account for this research has no impact on their purchase aim as brand jingles do not help them to recall the particular product while they shop again. Thus explaining that brand assets is not a potential mechanism by which brand jingle is able to produce changes on customer based brand equity. In context of Pakistan's literature, there was a lack of research to see mediating impact of all selected brand assets on relationship between brand jingle and CBBE. In the light of literature view, past studies conclusions and our current study findings, brand assets are not a trigger to increase levels of CBBE and brand jingles. Hence, hypothesis 16 (H_{16}) has been rejected with empirical support which proposed the mediating effect of Brand Assets on both variables is negative.

5.3 Summary of the Chapter

After analyzing the relationship between all independent variables, dependent variables and mediators, we concluded that all variables are correlated with each other whereas we don't find positive relationship between brand slogans (independent variable), brand jingles (independent variable) and brand assets (dependent variable). Also negative relationship was found between brand logos, slogans and jingles when CBBE was taken as dependent variable. This study also examines the connection among brand jingles and CBBE with mediation effect of brand assets and found insignificant effect of mediation.

CHAPTER SIX: CONCLUSIONS

6.0 Introduction

The objective of this thesis is to investigate variables having impact on CBBE in the milk industry of Pakistan. To get results, survey has been conducted and results are discussed in chapter 4 and 5. The purpose of this chapter named conclusion is to highlight a summary of the finding of current research and present future implications for managers of related organizations and to contribute in academics. Summary of the findings are shown in section 6.1 of the study. Section 6.2 consists of theoretical implications drawn out from the findings of this research. Section 6.3 shows limitations of current research and section 6.4 presented the practical implications of study. Section 6.5 showed potential areas for future research.

6.1 Summary of the Findings

Though many studies have been conducted with conclusions showing progressive relationship among Brand elements, Brand Assets and CBBE (Özer & Çavuşgil Köse, 2013; Jayakody, 2016; Chinomona & Maziriri, 2017; Oppong & Phiri, 2018; Alnsour & Labib, 2018; Bettels & Wiedmann, 2019; Ahmed Khan & Siddiqui, 2019; Akpoghiran & Okoro, 2019; Iglesias, Singh, and Sierra, 2019), researchers still need to investigate the theoretical explanation for relating variables and examining their impact on CBBE in different industries. The lack of literature to give insight of Brand Assets, Brand Elements and CBBE particularly in UHT milk industry of Pakistan led to the objective of current research. Considering the vital role of milk with regards to the health of individuals and its wide consumption which is essential to the diet of several millions of people worldwide, the purpose of this research is to make proposition and run a test on mediating model in order to investigate the impact of brand assets on relationship of Brand Elements and CBBE. In order to accomplish this purpose, a theoretical model was developed with the help of Aaker's model to determine CBBE through Brand Assets and Brand Elements which is later tested in the UHT milk brands of Pakistan.

The results of the direct relationship of Brand Assets with CBBE investigated in this study reveal that the selected set of variables including brand awareness, brand association, brand perceived quality, brand image and brand loyalty positively affect selected set of CBBE consists of performance, imagery, salience, judgments and feelings of brand experienced by customers. Likewise, results also showed direct positive effects of Brand Elements including brand name, brand logo and brand packaging on selected set of CBBE excluding brand slogans and jingles. Both variables showed negative relationship towards CBBE. More precisely, these outcomes make available an empirical response to the research questions 1 and 2 stating do Brand Assets affect CBBE and do Brand Elements (Brand Name, Logos, Packaging, Slogans and Jingles) affect CBBE respectively.

Regarding the main research question related to the mediation of Brand Assets, empirical findings of this research stated that Brand Assets partially mediate the relationship between Brand Elements and CBBE. It has been found that Brand Assets didn't mediate the relationship between brand jingles and CBBE whereas completely mediates the relationship between all other selected set of variables including brand name, brand logo, brand packaging and brand slogans. From these results it can be concluded that Brand Assets are definitely a major cause to increase the CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases and increasing brand equity. Likewise, brand equity will be increased because of brand elements excluding brand logo, brand slogan and brand jingles. CBBE will not increase because of brand logos as brand logos are not properly designed due to which consumer could not be able to recognize particular brand while making buying decisions. Similarly, according to results of current study CBBE will not increase because of slogans and jingles as they are not properly used to communicate a thought or reason toward its audience or targeted customers. Our results also showed a positive relationship between brand assets, brand name and CBBE after empirical analysis which states that the more elevated level of Brand Elements will bring about more significant levels of CBBE with the partial mediation effect of brand assets because brand assets are not a trigger to increase levels of CBBE and brand jingles with empirical support which proposed the mediating effect of Brand Assets on both variables is negative.

Regular with the prior studies, the findings of the study suggested that putting a name of brand on the product of a firm makes some specific descriptive features in their product which make different from other products in the market for their specific customers and it also describe the users that true meaning of the brand or users know that what this firm stand for this brand in term of representing its features, quality standards, value or price range, its design and other elements (Jay & Naslund, 2011). The business environment today is becoming very tough and competitive for organizations and a well for good sale of their products and the well placed and well-known brand image became highly important for customers as well as for business organizations. Positive relationship has been confirmed by past research work of Iglesias, Singh, and Sierra (2019) and Djatmiko and Pradana (2016). Our findings also stated that just because the marketplaces became overcrowded and the valuable customers mostly make their decisions for their product purchase with more relying on a Brand Elements and Brand Assets excluding some variables explained in chapter 5 of discussion related to their product than counting on the actual structures and individualities of the subjected product in order to increase level of CBBE.

6.2 Theoretical Implications

The present study contributes to the body of knowledge in several ways as discussed below:

Previous studies stated that Brand Assets are a major cause to increase the CBBE of a branded products and services that positively play a significant key function for the decision-making by the consumers with regard to the purchases (Dhurup, Mafini, & Dumasi, 2014; Langaro, Rita, & Fátima, 2018; Chinomona & Maziriri, 2017; Foroudi, 2018; Sharma, Ahmad, & Hassan, 2018; Ashraf, Ilyas, Imtiaz, & Ahmad, 2018; Abbey, Kleber, and C. Souza, 2017; Iglesias, Singh, and Sierra, 2019). However, previous research has not much stated the mediating behaviour of Brand Assets that clarifies the relationship among Brand Elements and CBBE.

As the main purpose of this thesis is to reveal the basic apparatus through which a selected set of Brand Assets and Brand Elements has an impact on CBBE of ultra-high

temperature milk customers. The study subsidizes to the marketing literature by explaining the mechanism where Brand Assets mediate the relationship of Brand Elements (brand name, brand logo, brand packaging, brand slogans and brand jingles) and CBBE in different cities context of Pakistan. The literature on brand assets and CBBE relationship is largely concentrated on business firms (Dhurup, Mafini, & Dumasi, 2014; Langaro, Rita, & Fátima, 2018; Chinomona & Maziriri, 2017; Foroudi, 2018; Sharma, Ahmad, & Hassan, 2018; Ashraf, Ilyas, Imtiaz, & Ahmad, 2018; Abbey, Kleber, and C. Souza, 2017; Iglesias, Singh, and Sierra, 2019) whereas, examinations of the effects of Brand Assets on CBBE of has given a less importance in UHT milk industry of Pakistan. To bridge the gap, current research is a pioneer in opening the debate of Brand Assets and CBBE relationship in the UHT packaged milk industry of Pakistan. Thus, current study offers a theoretical breakthrough in the literature of relationship between both variables.

Likewise, the literature on Brand Assets and Brand Elements relationship is largely concentrated on business and manufacturing firms (Özer & Çavuşgil Köse, 2013; Chinomona & Maziriri, 2017; Balmford, Borland, & Yong, 2016; Oppong & Phiri, 2018; Kohli, Kumar, & Thomas, 2014; Jayakody, 2016) whereas, examinations of the effects of Brand Elements on Brand Assets has given a less importance in UHT milk industry of Pakistan. To bridge the gap, current research is a pioneer in opening the debate of Brand Assets and Brand Elements relationship in the UHT packaged milk industry of Pakistan. Along these lines, current examination offers a hypothetical forward leap in the writing of relationship between the two variables. Corresponding to the mediation relationship, the momentum research broadens the writing by offering empirical help to this postulation that Brand Assets influence Brand Elements which at last influence CBBE in UHT milk industry of Pakistan and it is a critical commitment to the assortment of information. The discoveries of the examination have uncovered that all of five chose mediating variable brand resource taken in this investigation mediate the relationship between chose set of Brand Elements and CBBE aside from one build of Brand Element that is brand jingle. These results are a highlighted achievement of this study as it has opened a way for researchers to explore in non-western context.

Empirical support of this study proposed the mediating effect of Brand Assets on brand name and CBBE is positive. Brand Assets are definitely a major cause to increase the awareness of brand name for the recognition of a branded products and services that positively plays a significant key function for the decision-making by the consumer with regard to his purchase and make him loyal to the brand and likewise increases CBBE. Likewise, empirical analysis states that the more elevated level of brand logo will bring about more significant levels of CBBE with the mediation effect of brand assets. This finding of relationship between variables is associated with previous findings (e.g. Kottler, 2011; Lieven , Grinsven & Das, 2014; Grohmann, Herrmann, Landwehr, & Tilburg, 2015; Chinomona & Maziriri, 2017). Similarly, findings of another study depicts that packaging essentially adds to help brand equity through the intervening impact of brand assets. These outcomes demonstrate that managers in all industries must to contemplate packaging as a significant brand-building apparatus in their advertising system to improve brand equity. This will improve their serious uniqueness in the over-the-counter market (Oppong & Phiri, 2018).

Our findings also support this conclusion as target population seconds that brand assets taken in account for this research has an impact on their purchase aim and helps them to recall the quality and experience they had while using it due to brand packaging of commodities. Empirical support of this study also depicts that if brand assets played a role of mediator there would be a positive relationship between both variables that are brand slogans and CBBE as target population seconds that brand assets taken in account for this research has an impact on their purchase aim and helps them to recall the quality and experience they had while using it due to brand slogans of products. Thus explaining that Brand Assets is a potential mechanism by which brand slogan is able to produce changes on CBBE. Unlikely all Brand Elements, our study explained that Brand Assets is not a potential mechanism by which brand jingle is able to produce changes on CBBE. In context of Pakistan's literature, there was a deficiency of research to see mediating impact of all selected Brand Assets on relationship between brand jingle and CBBE.

Utilizing the positivism research philosophy, this examination has explored the perplexing relationship of Brand Assets, Brand Elements and CBBE. The hypothetical position

taken in this investigation adds to the literature by giving understanding into one potential causal relationship between Brand Assets and CBBE alongside Brand Elements and CBBE. The discoveries of my examination offer empirical help to the positivism research philosophy that essential nature of the research is constantly seen in positivism as crafted by normal researcher dependent on perceptible social substance. The research strategy is move toward on the foundation of gathering the primary research data and the development of research hypothesis. These hypotheses were tested and established through different statistical tools and may be used for further research in future (Soiferman, 2010). Same has been established in my study by considering this philosophy a useful resource in achieving outcomes.

It is one of the detailed studies in the area of marketing conducted in ultra-high temperature packaged milk industry of developing countries like Pakistan which validates that the previous use of positivism is not groundless. There are some exceptional discoveries as for the immediate impact of brand logo that likewise has importance for the body of knowledge. For example, the brand logo appears to be significant in relationship with Brand Assets but negative in the case of CBBE in this research work. It means brand logo is inversely related to the CBBE of UHT packaged milk brand customers: complex logos are the reasons that customers do not recall the product while repurchasing because logos do not trigger brand feelings of customers. Our study suggests that it may be because most of the logos of firms are not simple and poorly designed which causes a reason for consumers to not memorize it. Ultimately, consumers will experience more time to recognize the particular product and associate the brand with certain feelings. This finding is align to the previous research work of Hooft (2015) to check the impact of continuous changes in logo design on consumer's perception. According to empirical findings, logos convey the values and high degree of change in brand logos can affect consumers in remembering the logo and likewise affects the brand recognition (Bettels & Wiedmann, 2019).

Moreover, brand slogans and brand jingles are inversely related to brand assets and customer based brand equity because slogans along with jingles are not properly used to communicate a thought or reason toward its audience or targeted customers. This negative relationship between slogan and customer based brand equity has also been shown by Kohli, Leuthesser and Suri (2007), all things considered, in spite of the fact that promoting directors use

slogans widely, they are frequently at a misfortune with regards to making them. Thus, this prompts incapable utilization of slogans. Likewise, this negative relationship between slogan and CBBE has also been shown by Akpoghiran and Okoro (2019), the general outcome demonstrated that there were poor radio jingles on ecological training and the board. Reasons depended on shortage of sponsorship and lack of natural social obligation with respect to the broad communications. Thus, this prompts incapable utilization of jingles.

The consequences of this investigation have offered the help of the pertinence of Western methodologies of branding from the point of view of non-Western and non-industrial nations. For instance, the aftereffects of current investigation supports the statement that Brand Elements and Brand Assets created and tried uniquely in Western settings are discovered to be successful when applied in the UHT bundled milk industry of Pakistan. In such manner, the supposition of expanded CBBE being general remains constant in the current research. Ultimately, the discoveries additionally support the idea of moving research on CBBE completed in business firms to drain industry, especially in Pakistan.

6.3 Practical Implications

Though current research has some limitations as discussed above, it has several practical implications as well according to below mentioned points.

- The current study gives profound comprehension to milk business and organizations for improving their limited time and advertising techniques to catch the consumers and to build their benefits. Marketing managers can comprehend that individuals in this advancement age are proceeding toward branded and quality items so they need to focus on brand image of milk at the first place and then perceived quality of milk consumers is important to kept in account as milk is the most required household item and consumers cannot compromise on quality.
- For marketers and practitioners, it is essential to take note of that there is a need to refresh their comprehension of the nature and job of brand awareness on items which has

irregular switch buy conduct and low-inclusion. In the present time, advertisers must create branding techniques for items, for example, milk packaged brands by contributing and reinforcing its supply chain framework, to take steps for increasing brand awareness for the milk brands. Thus to fabricate purchaser/brand loyalty than attempting to directly create brand loyalty by overwhelming spending on limited time advertising tools.

- The examination shows that UHT milk brand managers should consider the general significance of brand equity in their general brand equity assessment, and should focus their endeavors on building Brand Assets. Likewise, milk industry should work on strategies to build up Brand Association as it will lead to enhance CBBE of UHT milk consumers.
- The UHT milk Brand Association can be because of quality and taste from the perspective of consumer so marketing managers should focus on these terms to build up strong brand association between customers and milk brands so they will repurchase the item.
- The positive relationship between CBBE and Brand Assets along with Brand Elements excluding slogans and jingles will definitely inspire positive buying behavior toward the brand.
- Brand packaging is an important trigger to increase CBBE as per findings of this study. It is fundamentally significant for the management of brand to understand that the colors of packaging have a high capability of activating buy conduct among customers. Generally, purchasers would need to purchase and consume the dairy items while they are still new and in their unique state for health reasons. Clearly, results show that buyers are more concerned about the timeframe of realistic usability of branded milk packs despite the weight/volume, precautionary measures, ingredients and other packaging directions.
- Another area to consider is 'brand name'. The brand name of the corporate sector as an arrangement of the image of fundamentals such as the name of an organization can be a superior degree of concept that always consists the business strategy of an organization, the insight culture of the concern corporate and their internal and external communication among the employee of the firm and their entire consumers as well (Melewar & Jenkins, 2002; Alessandri, 2001). Therefore, it is suggested that management of UHT milk brands must consider brand name with utmost care.

- The reasons of increased CBBE with reference to brand loyalty is also numerous. The loyalty with the brand by the customer is always considered as a significant element of the product marketing which always has an impact as a rise in brand equity (Foroudi, 2018). Therefore, it is suggested for management of UHT milk brands to work on the prices of product and offer premium prices to its loyal customers along with perceived quality and keep their satisfaction level to best so they may not shift for substitution.

6.4 Implications for Public Policy

Branding has gotten normal in the public sector as brands are progressively used to impact residents' relationship with public associations and public administrations. The provision of health-safe, hygienic milk to the consumers is currently a big challenge for the policy makers and development practitioners in UHT milk industry of Pakistan. Perceived quality can be measured as customer's viewpoint with regard to product's functions, product price, product quality, product features and its overall look and mainly the product's market value (Dodds, William, Monroe, & Grewal, 1991; Zeithaml, 1988). Therefore, our study suggested to the management of UHT milk brands to add this in policy that quality of milk is an important element for the protection of the health of milk consumers and therefore should be of a highly recognized standard because with regard to the quality objective that the consumer always evaluate their brand and product from his or her past experience and information of using the same brand product and its reliability and durability, product's technology and its associated benefits, the functionality of brand product, especially at the time of purchasing the same brand product.

The policy of UHT milk brands must focus on trust of milk consumers and ensuring them their responsibility to respect consumers' trust in return by working in their best interests all the time. This will help the management to increase levels of Customer Based Brand Equity (CBBE) by building up brand image in eyes of consumers as our study suggested that potentially increase in the brand image is possible through a good market reputation of the same brand name by producing the quality and maintaining that quality standard with all products as well. Putting a

brand name and brand image on the product is not only a business strategy and business operation but it always give a boost between two different classes of products and developing more effective and positive impact on customer's trust on the name and image of brand (Blackett, Boad, Cowper, & Kumar, 1999).

In addition to brand quality, name and image, brand packaging is the most important variable for consideration in public policy. Consumers are pulled in towards those items which gives enough and satisfactory measure of data on its items' packaging like how to use the product, readable and understandable message etc. Healthful data is among one of the significant component that needs more concentration and it will without a doubt brings about a positive route to the makers of dairy items (Ahmed Khan & Siddiqui, 2019). Subsequently, study suggested to the management and advertisers of milk that they should concentrate on their product's packaging highlights in policy particularly on the verbal component as an essential procedure so as to influences consumers' purchasing conduct and increases level of Customer Based Brand Equity (CBBE) as well.

6.5 Limitations of the Study

Notwithstanding present study has made a few commitments to the literature, this examination has a couple of limitations too. The implications of study are significant for UHT packaged milk industry from the perspective of developing country like Pakistan in understanding how and what extent Brand Assets and Brand Elements to affect the CBBE of milk consumers. However, specific setting of ultra-high temperature packaged milk industry in which the research has been investigated, limits the generalizability of the empirical results to other organizations/sectors. The limit of 'what ought to be estimated and how it ought to be estimated' is standard in flow research like consequences of this examination are likewise restricted by the utilization of explicit mediating variables (e.g. brand assets). Despite the fact that things to gauge these variables are chosen based on their pertinence to brand elements and client based brand value, there is likelihood that different viewpoints will loosen various outcomes.

Another limitation is to keeping this investigation to major cities of Pakistan's dairy milk industry is recognized as a confinement, additional research should be conducted to different domains of the nation. The discoveries might be applicable to other fast moving consumer goods as well. This investigation is restricted to building up the effect of CBBE measurements like salience, performance, imagery, judgments, feelings and resonance likewise for Brand Elements and Brand Assets. There was a possibility to include other environmental and external variables i.e. PESTL (Political, Economic, Social, Technological and Legal). Current study has been limited to the ultra-high temperature packaged milk brands in Pakistan and data has been collected from those individuals which are residents of five major cities of Pakistan including Lahore, Rawalpindi, Multan, Faisalabad and Sialkot. Thus, research work in future can be conducted if the results are expanded by capturing other markets and products bridging the gaps in behaviors and attitudes of consumers.

Another limitation likewise is noticed that no finance related performance measurements have been directed in this examination because of the failure to gather the necessary monetary information. Numerous organizations create showcasing procedures to improve their deals and to make their brands stand apart among serious ones. For most firms, a definitive objective of advertising achievement is to create a brand, which can separate their organizations from others. A brand is – A name, a term, an image, or some other exceptional component of an item that distinguishes one association's items and separates them from the opposition. Counting financial and performance measurements of the UHT milk brands, for example profit and sales, would additionally fortify this examination.

Addition to this, the study is built on data available through survey method like questionnaire among the selected consumers. A mixed study or qualitative study could be conducted to get expanded results. This research didn't acquire any more profound understandings about the variables influencing CBBE. A quantitative report has been led empowering us to explore the respondent's mentalities, however by directing subjective meetings it is conceivable to comprehend perspectives as well as why a few variables are seen to be a higher priority than others. It could likewise be fascinating to lead a subjective report, since it would contribute with more profound knowledge concerning why and what the components are

meaning for CBBE. The current research work also includes limitations in the use of cross-sectional data. If the research will be conducted in different time frame then that very situation will come up with different outcomes as cross-sectional data only provides a snapshot. Moreover, this limitation requires a caution while making causal interpretations on the hypothesized relationship of variables.

6.6 Recommendations for Future Research

Current research has made a preliminary effort to suggest and test a model of relationship between Brand Assets, Brand Elements and CBBE in UHT milk brands of Pakistan. In order to understand the underlying phenomenon and to overcome the limitations of current study, some of the future directions are mentioned below:

Firstly, the findings of this research give a valuable perspective into the way Brand Assets affect Brand Elements which potentially contribute to increase CBBE. However, for complete understanding of effect of Brand Assets and Brand Elements it will be helpful if future research takes different set of variables rather than already measured and also does not focus on self-reported measures but adopt other useful techniques.

Moreover, taking financial aspect may likewise be helpful to improve the comprehension of the phenomenon and role of brand assets and brand elements and how it is beneficial for the firm in monetary terms.

Secondly, current research work has only taken in to account the five dimensions of brand elements. Future studies need to examine other brand elements which might affect CBBE in the ultra-high temperature milk brands in Pakistan.

Thirdly, current study makes the contribution in the literature by examining the mechanism of mediation through which selected sets of variables of Brand Elements and Brand

Assets have an impact on CBBE. Future research can be conducted by using other variables and studying moderating mechanism in addition to mediating mechanism.

We also recommend researchers to study the mediating role of brand elements on relationship of Brand Assets and customer based brand equity as it will derive different outcomes that might contribute in the literature of branding.

To overcome the issue of generalizability of current study, it is suggested to test the proposed model of branding in other countries as well. It would be more interesting to study this mode in different settings. Lastly, the current research recommended that further research is needed on both independent and dependent variables from different sources and then comparison must be performed to check similarities and differences in results.

6.7 Summary of the Chapter

This individual level research for relationship between Brand Assets, Brand Elements and Customer Based Brand Equity (CBBE) has made empirical and theoretical contribution in the literature of branding and marketing in an eastern UHT milk industry context. The empirical evidence has provided support for the increasing level of CBBE whereby, Brand Assets (brand awareness, association, perceived quality, image and loyalty) and Brand Elements (brand name, logo, packaging, slogans and jingles) on a selected set of CBBE. The results of current research show the significance of implementation of grouped Brand Assets and Brand Elements contrary to isolated ones. Furthermore, the mediating effect of Brand Assets on relationship of Brand Elements and CBBE has been determined to expand the objectives of independent variables. The notion of positivism approach has provided a theoretical background to the current research. Lastly, the current research provides support that to the applicability of western perspectives to an eastern setting like a developing country of Pakistan.

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APPENDICES

Appendix-A: Survey Measures

All variables were measured on seven-point Likert scale about how you agree or disagree with the following statements. Strongly agree=7, Agree=6, Fairly agree=5, Neutral=4, Fairly disagree=3, Disagree=2, Strongly disagree=1

Brand Elements

Brand Name

1. Brand (x) name is relevant to its product category.
2. Brand (x) name is more easily remembered than its competitors.
3. The brand (x) name communicates what it stands for.
4. I Like the brand (x) name.
5. It is Easy to recall the brand (x) name.
6. The brand (x) name generates positive feelings towards the brand.

Brand Logo

1. The brand (x) logo communicates what it stands for.
2. I Like the brand (x) logo.
3. It is Easy to recall the brand (x) logo.
4. The brand (x) logo generates positive feelings towards the brand.
5. Brand (x) logo is visually pleasing to me.

Brand Packaging

1. Brand (x) has an attractive packaging.
2. Brand (x) packaging color is Eye-catching.
3. Brand (x) packaging is not harmful.
4. I would like to have Brand (x) pack.

Brand Slogans

1. Brand (x) slogan helps you to recall the product.
2. Brand (x) slogan of an ad captures your attention.
3. Brand (x) slogan urges you to buy a product.
4. Brand (x) slogan makes brand distinct.

Brand Jingles

1. I consider Brand (x) jingle effective.
2. I remember Brand (x) by remembering the jingle that promoted it.
3. I consider Brand (x) jingle matches its attribute is more acceptable to me.
4. I find lyrics of Brand (x) jingle meaningful.

Brand Assets

Brand Awareness

1. I am aware of this particular brand (x).
2. I can recognize this particular brand (x) in comparison with the other competing brands.
3. I know how this particular brand (x) looks like.
4. Some characteristics of the particular brand (x) come to my mind quickly.
5. I can quickly recall symbol or logo of the particular brand (x).

Brand Association

1. This particular brand (x) has its own personality.
2. This particular brand (x) is different in comparison with the other competing brands.
3. I trust the company who owns the particular brand (x).
3. This particular brand (x) is familiar to me.
5. There are reasons to buy this particular brand (x) over the competing brands.

Brand Perceived Quality

1. The brand (x) handles customer complained effectively.
2. In comparison to alternative brands, this brand (x) has high quality.
3. In comparison to alternative brands, this brand (x) is the best.
4. In comparison to alternative brands, this brand (x) has consistent quality.

Brand Image

1. This particular brand (x) has a differentiated image in comparison with the other product/brand.
2. This particular brand (x) has a clean image.
3. This particular brand (x) is well established.

Brand Loyalty

1. I regularly refer this particular brand(x).
2. I usually use this brand (x) as my first choice in comparison with the other brand.
3. I would recommend this brand (x) to other.

4. I will not switch to another brand.
5. I am satisfied with brand (x).

Customer Based Brand Equity (CBBE)

Salience

1. I have heard of this brand (x) a lot.
2. I like to use brand (x) under multiple situations.
3. I frequently think of this brand (x).

Performance

1. This brand (x) satisfies my basic need of product compared to other brands in category.
2. Brand (x) is reliable.
3. I like the look, feel, and other design aspects of this brand (x).
4. Compared to other brands in the category in which it competes, does brand (x's) prices are generally high.

Imagery

1. I buy this brand (x) in a lot of places.
2. Thinking of brand (x) brings back pleasant memories to higher extent.
3. I feel that I grew up with brand (x) to higher extent?

Judgments

1. Brand (x) fully satisfies my product needs.
2. I trust the makers of brand (x).
3. I recommend brand (x) to others.
4. This brand (x) is superior to others in the category.

Feelings

1. This brand (x) gives me feeling of warmth.
2. This brand (x) gives me feeling of excitement.
3. This brand (x) gives me feeling of security.

Resonance

1. I feel brand (x) as only product i need.
2. I would really miss this brand (x) if it went away.
3. I really like to talk about this brand (x) with others.

Appendix-B: Cover Letter

**A SURVEY ON THE IMPACT OF BRAND ELEMENTS AND BRAND ASSETS ON
CUSTOMER BASED BRAND EQUITY OF UHT MILK BRANDS In PAKISTAN**

Dear Participant,

This survey is aimed at identifying and analyzing the impact of Brand elements and Brand Assets on Customer Based Brand Equity (CBBE) of UHT Milk Brands in Pakistan. The survey is being conducted for the purpose of fulfilling the partial requirements of my PhD study at Superior University.

If you take voluntary part in the survey, it would only require 20-25 minutes to fill out the questionnaire. All the information provided by you will be kept strictly confidential and anonymous.

Please consider the important points during filling out the survey:

- ❖ Participant should have at least understood the English language.
- ❖ There is no right or wrong answer in the survey.
- ❖ Your participation in the research and your candid answers for all the questions are important to make this survey on overall success.

Thank you for your participation.

Student Name: Muhammad Ali Yab

Email: muhammadaliyab@yahoo.com

Appendix-C: Questionnaire

Questionnaire

Instructions

This survey has four major sections. Please complete all sections. There is no right or wrong answers; we are just seeking your opinions.

Please omit any questions that you feel do not apply to you.

A. Demographics

Please tick the appropriate boxes below:

1. Gender

Male Female

2. Age

<input type="checkbox"/> Less than 20 years	<input type="checkbox"/> 40-49 years	<input type="checkbox"/> 70-79 years
<input type="checkbox"/> 20-29 years	<input type="checkbox"/> 50-59 years	<input type="checkbox"/> 80-89 years
<input type="checkbox"/> 30-39 years	<input type="checkbox"/> 60-69 years	<input type="checkbox"/> 90 years & more

3. City in which u reside?

<input type="checkbox"/> Lahore	<input type="checkbox"/> Multan	<input type="checkbox"/> Rawalpindi
<input type="checkbox"/> Faisalabad	<input type="checkbox"/> Sialkot	

4. What is your level of education?

Below Intermediate
 Intermediate
 Bachelors
 Masters
 Above masters

•
•

5. Pick your favorite UHT milk brand.

<input type="checkbox"/> Milk Pack	<input type="checkbox"/> Nurpur
<input type="checkbox"/> Olper's	<input type="checkbox"/> Good Milk
<input type="checkbox"/> Haleeb	<input type="checkbox"/> Other

•

6. How often do you buy UHT milk?

<input type="checkbox"/> More than once a week	<input type="checkbox"/> Once a fortnight
<input type="checkbox"/> About once a week	<input type="checkbox"/> Once a month

Less frequently than once a month

7. Your daily consumption of UHT milk is:

Less than 1 liter

3-4 liters

7-8 liters

1-2 liters

5-6 liters

More than 8 liters

•

8. What SKU of UHT milk usually buys?

250 ml

1000 ml

500 ml

1500 ml

9. Your monthly household income (Pak Rs.) is

< 25000

25001-50000

50001-75000

75001-100000

100000 or more

Note: UHT = Ultra-high temperature

Please indicate how you agree or disagree with the following statements. Strongly agree=7, Agree=6, Fairly agree=5, Neutral=4, Fairly disagree=3, Disagree=2, Strongly disagree=1

No	Question/Statement	SD	D	FD	N	FA	A	SA
		1	2	3	4	5	6	7
B.	Brand Elements							
B.1.	Brand Name							
1.	Brand (x) name is relevant to its product category.	1	2	3	4	5	6	7
2.	Brand (x) name is more easily remembered than its competitors.	1	2	3	4	5	6	7
3.	The brand (x) name communicates what it stands for.	1	2	3	4	5	6	7
4.	I Like the brand (x) name.	1	2	3	4	5	6	7
5.	It is Easy to recall the brand (x) name.	1	2	3	4	5	6	7
6.	The brand (x) name generates positive feelings towards the brand.	1	2	3	4	5	6	7
B.2.	Brand Logo							
1.	The brand (x) logo communicates what it stands for.	1	2	3	4	5	6	7
2.	I Like the brand (x) logo.	1	2	3	4	5	6	7
3.	It is Easy to recall the brand (x) logo.	1	2	3	4	5	6	7
4.	The brand (x) logo generates positive feelings towards the brand.	1	2	3	4	5	6	7
5.	Brand (x) logo is visually pleasing to me.	1	2	3	4	5	6	7
B.3.	Brand Packaging							
1.	Brand (x) has an attractive packaging.	1	2	3	4	5	6	7
2.	Brand (x) packaging color is Eye-catching.	1	2	3	4	5	6	7
3.	Brand (x) packaging is not harmful.	1	2	3	4	5	6	7
4.	I would like to have Brand (x) pack.	1	2	3	4	5	6	7
B.4.	Brand Slogans							
1.	Brand (x) slogan helps you to recall the product.	1	2	3	4	5	6	7
2.	Brand (x) slogan of an ad captures your attention.	1	2	3	4	5	6	7
3.	Brand (x) slogan urges you to buy a product.	1	2	3	4	5	6	7
4.	Brand (x) slogan makes brand distinct.	1	2	3	4	5	6	7
B.5.	Brand Jingles							
1.	I consider Brand (x) jingle effective.	1	2	3	4	5	6	7
2.	I remember Brand (x) by remembering the jingle that promoted it.	1	2	3	4	5	6	7
3.	I consider Brand (x) jingle matches its attribute is more acceptable to me.	1	2	3	4	5	6	7

4.	I find lyrics of Brand (x) jingle meaningful.	1	2	3	4	5	6	7
----	---	---	---	---	---	---	---	---

No	Question/Statement	SD	D	FD	N	FA	A	SA
		1	2	3	4	5	6	7
C.	Brand Assets							
C.1.	Brand Awareness							
1.	I am aware of this particular brand (x).	1	2	3	4	5	6	7
2.	I can recognize this particular brand (x) in comparison with the other competing brands.	1	2	3	4	5	6	7
3.	I know how this particular brand (x) looks like.	1	2	3	4	5	6	7
4.	Some characteristics of the particular brand (x) come to my mind quickly.							
5.	I can quickly recall symbol or logo of the particular brand (x).	1	2	3	4	5	6	7
C.2.	Brand Association							
1.	This particular brand (x) has its own personality.	1	2	3	4	5	6	7
2.	This particular brand (x) is different in comparison with the other competing brands.	1	2	3	4	5	6	7
3.	I trust the company who owns the particular brand (x).	1	2	3	4	5	6	7
3.	This particular brand (x) is familiar to me.	1	2	3	4	5	6	7
5.	There are reasons to buy this particular brand (x) over the competing brands.	1	2	3	4	5	6	7
C.3.	Brand Perceived Quality							
1.	The brand (x) handles customer complained effectively.	1	2	3	4	5	6	7
2.	In comparison to alternative brands, this brand (x) has high quality.	1	2	3	4	5	6	7
3.	In comparison to alternative brands, this brand (x) is the best.	1	2	3	4	5	6	7
4.	In comparison to alternative brands, this brand (x) has consistent quality.	1	2	3	4	5	6	7
C.4.	Brand Image							
1.	This particular brand (x) has a differentiated image in comparison with the other product/brand.	1	2	3	4	5	6	7
2.	This particular brand (x) has a clean image.	1	2	3	4	5	6	7
3.	This particular brand (x) is well established.	1	2	3	4	5	6	7
C.5.	Brand Loyalty							

1.	I regularly refer this particular brand(x).	1	2	3	4	5	6	7
2.	I usually use this brand (x) as my first choice in comparison with the other brand.	1	2	3	4	5	6	7
3.	I would recommend this brand (x) to other.	1	2	3	4	5	6	7
4.	I will not switch to another brand.	1	2	3	4	5	6	7
5.	I am satisfied with brand (x).	1	2	3	4	5	6	7

No	Question/Statement	SD	D	FD	N	FA	A	SA
		1	2	3	4	5	6	7
D.	Customer Based Brand Equity(CBBE)							
D.1.	Saliency							
1.	I have heard of this brand (x) a lot.	1	2	3	4	5	6	7
2.	I like to use brand (x) under multiple situations.	1	2	3	4	5	6	7
3.	I frequently think of this brand (x).	1	2	3	4	5	6	7
D.2.	Performance							
1.	This brand (x) satisfies my basic need of product compared to other brands in category.	1	2	3	4	5	6	7
2.	Brand (x) is reliable.	1	2	3	4	5	6	7
3.	I like the look, feel, and other design aspects of this brand (x).	1	2	3	4	5	6	7
4.	Compared to other brands in the category in which it competes, does brand (x's) prices are generally high.	1	2	3	4	5	6	7
D.3.	Imagery							
1.	I buy this brand (x) in a lot of places.	1	2	3	4	5	6	7
2.	Thinking of brand (x) brings back pleasant memories to higher extent.	1	2	3	4	5	6	7
3.	I feel that I grew up with brand (x) to higher extent?	1	2	3	4	5	6	7
D.4.	Judgments							
1.	Brand (x) fully satisfies my product needs.	1	2	3	4	5	6	7
2.	I trust the makers of brand (x).	1	2	3	4	5	6	7
3.	I recommend brand (x) to others.	1	2	3	4	5	6	7
4.	This brand (x) is superior to others in the category.	1	2	3	4	5	6	7
D.5.	Feelings							

1.	This brand (x) gives me feeling of warmth.	1	2	3	4	5	6	7
2.	This brand (x) gives me feeling of excitement.	1	2	3	4	5	6	7
3.	This brand (x) gives me feeling of security.	1	2	3	4	5	6	7
D.6.	Resonance							
1.	I feel brand (x) as only product i need.	1	2	3	4	5	6	7
2.	I would really miss this brand (x) if it went away.	1	2	3	4	5	6	7
3.	I really like to talk about this brand (x) with others.	1	2	3	4	5	6	7

Source: Developed from (Bao et al., 2008; Klink, 2001; Karaosmanoglu, 2006; Park et al., 2013; Ford, 2014; Khalid & Yasmeeen, 2017; Karailievova, 2012; Shakil & Siddiqui, 2019; Severi & Choon Ling, 2013; Aaker, 1996; Keller, 2001;2002;2008)

Appendix-D: Profile of Respondents and Descriptive

Profile of Respondents

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	253	63.2%
	Female	147	36.8%
Age	Less than 20 years	44	11.0
	20-29 years	111	27.8
	30-39 years	109	27.3
	40-49 years	68	17.0
	50-59 years	45	11.3
	60-69 years	23	5.8
City in which you reside?	Lahore	80	20.0
	Multan	80	20.0
	Rawalpindi	80	20.0
	Faisalabad	80	20.0
	Sialkot	80	20.0
	Below Intermediate	14	3.5
What is your level of Education?	Intermediate	46	11.5
	Bachelors	233	58.3
	Masters	84	21.0
	Above Masters	23	5.8
	Milk Pack	132	33.0
Pick your favorite UHT milk brand	Olper's	203	50.7
	Haleeb	9	2.3
	Nurpur	52	13.0
	Good Milk	4	1.0
	More than once a week	55	13.8
How often do you buy UHT milk?	About once a week	117	29.3
	Once a fortnight	138	34.5

	Once a month	74	18.5
	Less frequently than once a month	16	4.0
Your daily consumption of UHT milk is?	Less than 1 liter	46	11.5
	1-2 liters	210	52.5
	3-4 liters	122	30.5
	5-6 liters	12	3.0
	7-8 liters	6	1.5
	More than 8 liters	4	1.0
What SKU of UHT milk usually buys?	250 ml	167	41.8
	500 ml	4	1.0
	1000 ml	207	51.7
	1500 ml	22	5.5
	<25000	9	2.3
Your monthly household income (Pak Rs.) is?	25001-50000	15	3.8
	50001-75000	34	8.5
	75001-100000	134	33.5
	100000 or more	208	52.0

Descriptive

Constructs	Mean	Std. Deviation	Skewness	Kurtosis
Brand Name	6.3208	.50158	-5.081	41.980
Brand Logo	6.1335	.54591	-.803	.516
Brand Packaging	6.2419	.56481	-4.320	33.228
Brand Slogans	5.8631	.73822	-1.304	1.909
Brand Jingles	4.5463	1.28249	-.330	-.546
Brand Awareness	6.2345	.52364	-3.457	16.828
Brand Association	6.2030	.50361	-3.903	24.871
Brand Perceived Quality	6.2837	.56898	-5.134	41.491
Brand Image	6.2183	.59432	-3.732	25.993
Brand Loyalty	6.2615	.54797	-4.655	35.824
Salience	6.3667	.53191	-5.026	41.159
Performance	5.1350	.58722	-3.515	21.430
Imagery	6.4350	.51510	-3.866	25.026
Judgements	6.4344	.51595	-6.831	63.244
Feelings	6.4292	.49726	-5.390	46.657
Resonance	6.4575	.55934	-6.237	56.295

Appendix-E: Instrument Validity and Reliability

Convergent Validity & Composite Reliability

1 st order constructs	2 nd order constructs	Items	Loadings	CR	AVE
BRAND NAME		BNM1	0.714	0.837	0.507
		BNM2	0.675		
		BNM3	0.748		
		BNM4	0.74		
		BNM6	0.679		
BRAND LOGO		BLG3	0.636	0.798	0.673
		BLG4	0.97		
BRAND PACKAGING		BPC1	0.758	0.804	0.578
		BPC2	0.709		
		BPC4	0.811		
BRAND SLOGAN		BSL1	0.88	0.778	0.546
		BSL2	0.738		
		BSL3	0.567		
BRAND JINGLES		BJN1	0.707	0.83	0.551
		BJN2	0.846		
		BJN3	0.701		
		BJN4	0.706		
BRAND AWARENESS		BAW1	0.72	0.763	0.52
		BAW3	0.626		
		BAW4	0.807		
BRAND ASSOCIATION		BAS1	0.578	0.714	0.58
		BAS2	0.957		
BRAND PERCEIVED QUALITY		BPQ1	0.668	0.806	0.51

	BPQ2	0.755		
	BPQ3	0.704		
	BPQ4	0.727		
BRAND IMAGE	BIM1	0.713	0.751	0.501
	BIM2	0.657		
	BIM3	0.752		
BRAND LOYALTY	BLT1	0.737	0.796	0.566
	BLT3	0.743		
	BLT5	0.776		
	BRAND ASSETS			
	BAS	0.801	0.914	0.679
	BAW	0.804		
	BIMI	0.797		
	BLT	0.866		
	BPQ	0.85		
SALIENCE	SAL1	0.786	0.778	0.54
	SAL2	0.714		
	SAL3	0.702		
PERFORMANCE	PER1	0.842	0.753	0.503
	PER2	0.767		
	PER3	0.846		
	PER4	0.006		
IMAGERY	IMG1	0.733	0.779	0.54
	IMG2	0.713		
	IMG3	0.758		
JUDGEMENTS	JUG1	0.742	0.803	0.505
	JUG2	0.73		
	JUG3	0.703		
	JUG4	0.664		
FEELINGS	FEL1	0.687	0.769	0.527
	FEL2	0.711		
	FEL3	0.777		
RESONANCE	RES1	0.779	0.829	0.618

	RES2	0.783		
	RES3	0.796		
CUSTOMER BASED	Fel	0.813	0.912	0.635
BRAND EQUITY				
	IMG	0.743		
	JUG	0.875		
	PER	0.681		
	RES	0.86		
	SAL	0.792		

Discriminant Validity (HTMT Ratio of 1st order constructs)

	BAS	BAW	BIM	BJN	BLG	BLT	BN	BPC	BPQ	BSL	FEL	IMG	JUG	PER	RES	SA
BAS																
BAW	0.169															
BIM	0.263	0.423														
BJN	0.163	0.328	0.091													
BLG	0.265	0.16	0.173	0.078												
BLT	0.344	0.22	0.837	0.075	0.131											
BN	0.105	0.162	0.815	0.1	0.15	0.667										
BPC	0.259	0.121	0.823	0.108	0.289	0.703	0.801									
BPQ	0.252	0.144	0.843	0.206	0.073	0.692	0.785	0.797								
BSL	0.092	0.199	0.151	0.341	0.204	0.124	0.136	0.165	0.182							
FEL	0.195	0.114	0.754	0.115	0.234	0.763	0.808	0.819	0.741	0.188						
IMG	0.088	0.159	0.799	0.125	0.133	0.67	0.75	0.823	0.785	0.134	0.597					
JUG	0.283	0.183	0.819	0.111	0.199	0.722	0.855	0.809	0.835	0.163	0.629	0.661				
PER	0.177	0.117	0.689	0.143	0.114	0.637	0.719	0.657	0.79	0.159	0.735	0.632	0.738			
RES	0.172	0.223	0.834	0.067	0.126	0.829	0.824	0.835	0.796	0.114	0.579	0.801	0.703	0.817		
SA	0.14	0.143	0.679	0.106	0.173	0.797	0.825	0.846	0.689	0.156	0.497	0.818	0.796	0.783	0.799	

Discriminant Validity (HTMT Ratio of 2nd order constructs)

	BJN	BLG	BN	BPC	BSL	CBBE	Brand Assets
BJN							
BLG	0.078						
BN	0.1	0.15					
BPC	0.108	0.289	0.801				
BSL	0.341	0.204	0.136	0.165			
CBBE	0.116	0.169	0.834	0.826	0.159		
Brand Assets	0.228	0.186	0.73	0.758	0.203	0.845	