

IMPACT OF BRAND EQUITY ON CONSUMER PURCHASE INTENTION TOWARDS EDIBLE OIL BRANDS IN PAKISTAN

Dr. Amir Adam

Visiting Faculty: Shaheed Zulfiqar Ali Bhutto University of Law. Department of Social Sciences

aamiradam@gmail.com

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Corresponding Author: *

Dr. Amir Adam

Abstract

The study has purposefully aimed to examine the impact of brand awareness and brand image on perceived quality, brand loyalty and purchase intention. Whereas, the study further examined the influence of perceived quality and brand loyalty on purchase intention of consumers toward edible oil brands in Pakistan. The study has gathered total 324 sample responses for data analysis using convenience sampling and from the consumers of edible oils in the Karachi city of Pakistan. The study has adapted five-point Likert scale questionnaire from various published literature and close-ended questions were included in the data collection instrument. The results have shown that brand awareness has significant impact on brand loyalty, perceived quality and purchase intention. Furthermore, brand image has been found as significantly related to brand loyalty and purchase intention but does have insignificant impact on perceived quality. Finally, brand loyalty and perceived quality both have statistically significant and positive impact on purchase intention. In addition, the indirect effect path analysis has shown that brand awareness and brand image have statistically significant impact on purchase intention with the mediation of brand loyalty. However, brand awareness has statistically significant impact on purchase intention with the mediation of perceived quality but brand image has statistically insignificant relationship with purchase intention with the mediation of perceived quality. In the light of results and findings of the study, there are enormously vast and keen conclusive remarks provided by the study. Also, the study has provided managerial and future research recommendations based on the results of the study.

INTRODUCTION

This chapter provides a complete explanation of the research topic with its overview and background. In addition, this chapter addresses the problem statement with a core research objective and research questions. Similarly, this chapter provides significance to conduct the study based on the research objectives mentioned.

Background of the Study

Cooking oil can be obtained from animal, plant and synthetic fat. It is furthermore used as a piece of the sustenance arranging and improving excluding high temperature for example bread dives, dressing of serving of blended greens and in this method of reasoning it can be correctly named as palatable oil. edible oil is typically a fluid at room temperature, yet

a couple of oils that contain splashed fat, for instance, coconut oil, palm oil and palm piece oil are solid. There is an alternate extent of eatable oils from plant start, for instance, olive oil, soybean oil, canola oil, palm oil, shelled nut oil, corn oil and other vegetable oils. Pakistan has transformed into the third greatest shipper of edible oil after India and China and the significance of unpleasant and polished edible oil has extended to 2.6 million tons for every annum in Pakistan. Consumable oil industry to start with was set up in the private part however it was nationalized in 1973 in Pakistan. Out of 26 mechanical offices, 23 generation lines were nationalized and put under the control of Ghee Corporation of Pakistan (GCP). Rough material for vegetable ghee industry is outside made in light of the fact that area unrefined material is not sufficient. These are arranged at various urban communities of Pakistan. There are two or three handling plants in the capital of Pakistan, Islamabad. The business is by and by totally in the private division after privatization. It contains 160 units in dealt with and disordered region. As far as possible is 2.7 million tones.

Throughout the year's organization has developed at a quick pace with income and deals volume multiplying over the most recent five year's income over Rs 29 bn. Organization's development direction has joined natural development and developing through obtaining and expansions.

Edible oil Foods is by and by working in three foods part – edible oils and fats with its notable brands like Dalda oil, Planta, Manpasand, Tullo, Bisco, Cremo, and so forth; in the dairy and related division with its image Cup Shup in the tea whitener fragment and in the snacks segment through its image Knock Out, Bash, Nimco, and so forth. Advance development and enhancement in other related food parts is arranged. With Edible oil mark proceeding to develop from quality to quality at the best end of the edible oils and fats class, the organization propelled Manpasand mark in 2006 to take into account the necessities of the huge center fragment of the market. From that point forward Manpasand has effectively become among the biggest brands in its portion. Tullo, another famous food brand of the nation was added to the arrangement of organization's edible oils and fats brands when larger

part shareholding (86%) of Wazir Ali Industries Limited, an outstanding and built up organization in the business was gained in 2007.

Overview of the Study

Edible oil is the main brand to bring premium cooking oil for its buyers, adjusting to worldwide quality guidelines. The universal innovation utilized at Edible oil's plant protects the characteristic decency of cooking oil, making it sound as well as the most beneficial cooking oil in the classification. Alongside being the clearest cooking oil, it is totally free from cholesterol, making it ok for the heart. Aside from the ideal mix of Edible Cooking Oil, Edible oil's Fortified scope of oils, enhanced with additional vitamins, likewise offers Edible Oil Canola and Edible Oil Sunflower. Palatable oil additionally offers the normal properties of olives in Edible Olive Oil which is foreign made straightforwardly from Spain.

After some time keeping as per the changing purchaser needs Edible oil Vanaspati created to end up Edible oil VTF Vanaspati. Palatable oil VTF Vanaspati is the fundamental Vanaspati which is almost Trans-Fats Free (VTF) in Pakistan. Trans-fats are the reason of critical and veritable bringing down of HDL (incredible) cholesterol and an enormous and certified addition in LDL (repulsive) cholesterol; make the veins firmer; cause significant ceasing up of courses; cause insulin insurance; cause or add to type 2 diabetes; and cause or add to various honest to goodness medicinal issues. This is the reason a general fight against Trans-fats has provoked a restriction on its use in major made countries

Some same type of Vanaspati stamp covers up to twenty-five percent of vindictive Trans-fats; though Edible oil utilizing its Worldwide Expertise and Technology has diminished the measure of Trans-fats in its Vanaspati to less than one percent. This makes Edible oil Vanaspati the most beneficial Vanaspati accessible in Pakistan. Not exclusively was Edible oil the pioneer in Vanaspati yet what's all the more remembering the changing way of life of its consumer's Edible oil comfortable Edible oil with the market. Consumable oil Edible Oil is a phenomenal mix of canola, sunflower and soybean oil, which is then perfectly refined to impeccability utilizing Edible oil's best in class plant and International

Technology and Expertise. This system of refining is curiously proposed to secure the trademark respectability of every last one of the individual oils in the mix. Thusly the ideal genuineness of all soybean, canola and sunflower achieves the customers. Consumable oil Edible Oil is hundred percent cholesterol free and covers Vitamin D & A composed with Vitamain-E which shields from heartskin loads. It is like way covers fundamental unsaturated fats, Omega three and six and run of the mill cell strongholds that lift the safe approach of the body. Fittingly sustenance cooked in Edible Oil isn't just scrumptious yet likewise fabulously sound.

Brand is individual of elusive properties for an affiliation. In benefit section, a brand provides an individuality to affiliation and for a thing; brand offers character to it. It is like manner disengages an affiliation or a thing from its restriction. In this manner, a brand adds significance to an unmistakable or immaterial incredible, offers an impetus to it and makes it a differentiable OK. Building a brand isn't a basic endeavor in the present so engaged world. It requires a long investment to set up a brand and to manufacture its image value. Once the brand is set up and we can make strong brand value, by then directing and keeping up mark value moreover requires an impressive measure of thinking and research.

In its focal objective for progress Edible oil displayed EdibleOil for purchasers which were hesitant to move to cooking oil from desi ghee. Along these lines Planta Edible Oil changed into the essential Edible oil to cover the uprightness of oil and the delightful taste of ghee. It is a mix of canola, sunflower and soybean oil and is hundred percent cholesterol free. It in addition contains Vitamin D & A. This makes support cooked in Planta Edible Oil top of the line and furthermore incredibly solid. Acceptable oil likewise extended its thing span to meld Edible Canola Oil with Vitamin Power. Expelled from new canola seeds, Edible Canola Oil with Vitamin Power gives the upsides of Canola oil and furthermore extra supplements to give buyers additional noteworthiness, unrivaled success and momentous taste essential for a cutting edge and requesting way of life. It is these properties and the extra Vitamin Power in Edible Canola Oil which

make it a much unrivaled thing and a perfect decision for Canola oil purchasers.

Another novel thing by Edible oil is Edible Olive Oil. Acceptable Olive Oil is bundled and imported from Spain. Utilizing its International Technology and Expertise, Edible oil guarantees that its olive oil is ousted from the purest and freshest handpicked olives from the profitable regions of Spain, which are then refined to perfection utilizing the most made International Technology under stringent quality measures inside Spain. Consumable oil Olive Oil is 100% cholesterol free and upgraded with astounding Shifa and helpful positive conditions of olives, and upheld with Building a brand isn't a basic endeavor in the present so engaged world. It requires a long investment to set up a brand and to manufacture its image value. Once the brand is set up and we can make strong brand value, by then directing and keeping up mark value moreover requires an impressive measure of thinking and research.

Regarding depict check esteem, it is depicted through various courses for different purposes. All the approaches to manage depict check esteem are unimportant if the brand has no a spark as showed by the purchasers. Brand esteem is acknowledged to the brand's imperativeness that is conveyed to brains of clients because of relationship of them to brand or in perspective of buyers what they seen and heard about specific brand, and building brand esteem surmises which the perspectives, pictures, sentiments and ideas of buyers for a brand are awesome in their brains. Brand esteem might be positive and negative together. Positive brand esteem recommends that the customers are dependable towards the brand, least unsteady in cost to increment and also have some positive impression of brand in minds of consumer. Obviously, negative brand esteem recommends that the customers respond ominously to a brand, also they mightmove to some other brand at whatever point & brand has its negative picture in buyers' brains. Brand esteem if positive, guarantees greater customer devotion, greater points of interest, chop down expenses, and it connects with the firm to have control over different things, for example, higher costs, propelling exchanges, check developments and different unmistakable things.

Brand esteem is an imagined that is found and it ends up outside the association. It is to a great degree

a connection or we can express a holding between the buyers and the brand as needs be it is besides named as "social market based resource" of an association. When we inspect check an incentive as a holding or a relationship, by then brand put stock in ascends in our brains. Among the parts to gauge check esteem stamp trust is in like way fundamental. It is to a great degree the sureness that a customer has over a specific brand and its characteristics. When we discuss mark esteem, another essential factor adding to it is the social event of the customers. It is uncovered through research that different buyers rely on their families and they get a kick out of the opportunity to take assessment of their families to settle on a buy choice. Everywhere throughout the clients are also really joined to the things/benefits that are utilized to be acquired by their families.

Brand esteem ought to be imagined especially for things and ventures as the way clients see significant stock shift from how they see indistinct stock. In advantage divide brands are related with or they address their connection while in stock domain brands address a particular thing. Likewise, a substitute thought for surveying and overseeing brand an incentive in advantage parcel is required. Another essential converse regarding mark esteem has been done in different examination papers on retailer esteem that depends upon client or it is likewise named brand estimation of merchant. It is the esteem which is related with a wholesale stamp. The greater part of the retailers around the world has now appreciated the centrality of stamping and they are handling it to refresh their game plans. Different producers have also utilized the expressing of store esteem that depends upon customer to direct brand estimation of the retailer. Typically, this is portrayed as the impact of the learning of the on clients' response to the showing of the stock.

Brand esteem, an essential & most likely comprehended idea in progressing on which an expansive number research papers have been made. It acknowledges a key part in getting advantage over rivalry. On the off chance that it is managed appropriately and regulated in the right way, it can urge showing administrators to settle on key choices. Different examinations have been composed for check an incentive in FMCG district; still brand an

incentive for edible oil is inside and out under-explored. The consequences of this examination will give two or three ramifications to experts working in oil industry.

Problem Statement

Brand value is an astoundingly typical promoting terms on that is far reaching of continuous studies have been coordinated in equally thing and administration division (Chiu, 2016). Most regularly used components for mark value are mark unwaveringness, saw quality, mark mindfulness, mark picture and brand affiliation (Divya, 2015). Brand dedication is seen to be the most basic factor affecting brand value which ought to be locked in the most in both thing and administration zone. Through various examinations, mark reliability is believed to be an adjacent plan to mark value (Jha, 2014). Also a segment of the experts has worn down the disarray that brand affiliation and brand mindfulness are comparative thoughts. Over past examinations this distortion is helped and it is in both brand affiliation and mindfulness are two interesting thoughts and they are 2 unmistakable components moving brand value (Kumar, 2014; Wanjohi, 2017). Regardless of various examinations on mark value in various ventures, no investigation has yet been coordinated for consumable oil industry in Pakistan. This examination hopes to see the impact of brand devotion, saw quality, mark mindfulness, mark picture and brand relationship on mark value of Edible oil cooking oil in Pakistani setting. Further, it is about the factors affecting brand value and its impact on buyer purchase desire for Edible oil cooking oil (Divya, 2015; Kumar, 2014). The exploration is directed in Pakistani setting (Karachi). The parts of brand value utilized as a part of this investigation are considered as the significant segments for the two items and administrations. These are mark steadfastness, saw quality, mark mindfulness, mark picture and brand affiliation. The exploration objective is to look for that how every one of these factors influence mark value and buy goal of Edible oil cooking oil utilized as a part of Pakistan.

Research Question

- 1.What is the impact of brand awareness on perceived quality?
- 2.What is the impact of brand awareness on brand loyalty?
- 3.What is the impact of brand awareness on purchase intention?
- 4.What is the impact of brand image on perceived quality?
- 5.What is the impact of brand image on brand loyalty?
- 6.What is the impact of brand image on purchase intention?
- 7.What is the impact of brand awareness and brand image on purchase intention when perceived quality act as a mediator?
- 8.What is the impact of brand awareness and brand image on purchase intention when brand loyalty act as a mediator?

Research Objectives**Broad Objective**

The study has purposefully aimed to examine the impact of brand awareness and brand image on perceived quality, brand loyalty and purchase intention. Whereas, the study further examined the influence of perceived quality and brand loyalty on purchase intention of consumers toward edible oil brands in Pakistan.

Specific Objectives

- Brand awareness has significant impact on perceived quality.
- Brand awareness has significant impact on brand loyalty.
- Brand awareness has significant impact on purchase intention.
- Brand image has significant impact on perceived quality.
- Brand image has significant impact on brand loyalty.
- Brand image has significant impact on purchase intention.
- Perceived quality has significant impact on purchase intention.
- Brand loyalty has significant impact on purchase intention.

Scope of the Study

The study scope is an exhaustive plan to see how to quantify & oversee brand equity and its elements/parts in edible oil industry. The recipients are the promoting supervisors in oil field as well as the investigation can help the marketers in other FMCG ventures. Showcasing managers frequently have constrained time and they likewise need to spare cash to lead such an exploration for their brand, so this examination would spare their opportunity and cash and give them the direction to dispense their assets in adjust measurements. Additionally, this examination is likewise useful for the general population identified with researchers and academics to give a rule to it for them to take after.

Limitations of the Study.

In spite of ton of endeavors and diligent effort, there are still a few impediments of this study. The primary impediment is taken a toll & geographical area. Because of an ease, the exploration is led in just a single city that is Karachi. Besides the exploration is limited to edible oil or FMCG industry just and couldn't be appropriate to different ventures of items or services.

Summary

The core purpose of this chapter, as very first of the thesis, is to provide preliminary information and build thorough understanding about the specific domain and dimension. Foremost importantly, this chapter highlighted and identified problem of the current scenario in specific context. Later, the chapter provided the objective and questions of the present research. Afterward, the study has decisively discussed its scope and limitations to particularly describe its boundaries and horizon of the research area. To ensure the importance and significance of the domain, the chapter also comprised of few sentences to describe the real need of studying the highlighted domain.

Literature Reviews**Literature Review****Introduction**

This chapter provides a comprehensive overview of theoretical and literature background to previous

studies in the light of the research objectives. Firstly, this study has provided a theoretical background; specifically based on brand equity. Afterwards, this chapter presents empirical studies to support the research objectives.

Theoretical Background

The motivation behind this examination is to explore the connection between advertising strategies, and parents' unwaveringness towards school. Research speculations promoting strategies and parents' unwaveringness towards school. Kotler and Fox (1995) characterized instructive showcasing as "the examination, arranging, execution, and control of precisely defined projects intended to realize willful trades of qualities with an objective market to accomplish authoritative items." This examination explores parents' impression of five chose vital advertising components, to be specific, item, individuals, value, place, and advancement.

The chose factors don't grasp a wide range of showcasing endeavors however are illustrative of the promoting endeavors towards the arrangement of school picture.

The basis for the theoretical model in this research is demonstrated in Figure 1. The model is categorized into six different drivers: consumer-brand resonance, brand salience, consumer judgments, consumer feelings, brand imagery and brand performance. The perception of the 6 drivers was constructed upon Keller's (2003a) consumer-based brand equity pyramid that postulates the brand equity is constructed in a sequence through the 6 factors. A precise feature of Keller's pyramid is the 1st level necessarily be completed before a customer would engage or experience in another next level. Though, here are some essential dissimilarity in the concept of this research and the consumer-based brand equity pyramid which was postulated by Keller.

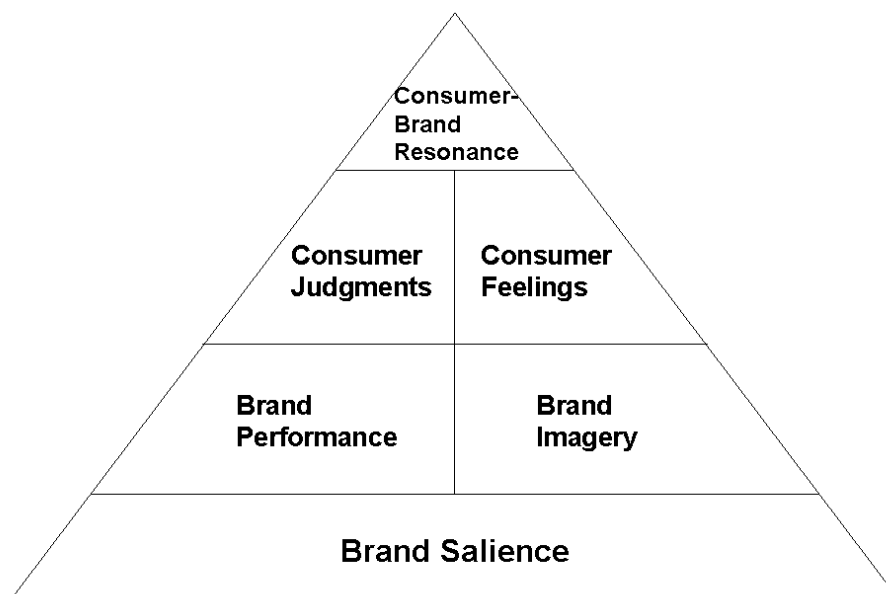


Figure 1. Consumer-based brand equity pyramid (Keller, 2003a)

The consumer-based brand equity pyramid is a in sequence structural framework for how companies can construct a strong and resilient brand and consist of 4 steps, each one must needs to be effectively attained to reach the next.

Keller (2003a) contends the 1st step in construction a strong and resilient brand which is crafting brand saliency in the attention of customer. Brand salience

states that the attentiveness of a brand that the mind concentration and awareness of the brand, retrievability of the brand, and the whole strength of awareness. The 2nd step in structuring a strong and resilient brand is the formation of a product that exceeds or meets the psychological, functional or social needs of the customers. Performance of Brand and brand imagery are main features of

accomplishing this step in structuring a strong and resilient brand. The important feature of accomplishing this objective is to construct strong, satisfactory, exclusive and unique brand connotations linked to the experiential and functional features of the brand.

Keller (2003a) believes the 3rd step in structuring a strong and resilient brand is prompting customer reactions to the brand by worthiness of brand feelings and brand judgment. Brand judgments related to the cognitive assessment of the overall consideration, credibility, quality and superiority of the brand. This feature of brand reaction assesses the symbolic and functional characteristics of the brand in situation to its rivalry to conclude which product is superior. Furthermore, another characteristic of this step is the concentration of an effective reaction from the customer. Brand feelings relate to elicitation of and emotions feelings from customers refers themselves and others because of the brand. The feelings and judgments toward the brand on behalf of the customer influence the association and level of identification and recognition that the customer has toward the brand and fellow customers. The last step, brand resonance, relates to the features of the association between the customer, the brand and the level of effort and time spent on behalf of the customers towards the utilization of the target brand. Brand resonance can be considered by the linkage of the customer stakes with the brand as well as the amount of exerted effort by the customer to consume the brand. Brand resonance has describe by four measurements: active engagement, sense of community, attitudinal attachment and behavioral loyalty.

Furthermore, the Prospect theory similarly supports this argument (Kahneman and Tversky 1979; Mittal, Ross and Baldasare 1998). According to theory, misfortunes increasingly pose a threat than picks up. In the system of the affiliation between fulfillment and dedication, this hypothesis applies as takes after. On the off chance that faithful buyers have an unfriendly ordeal and change over into a disappointment with a specialist co-op, right then and there they may think for finding a substituting and changing choice to another specialist co-op however in the interim additionally lose some steadfastness benefits (e.g., rewards program,

passionate misfortune) or stand up to a perhaps unpracticed administration experience. With the coordinated to non-steadfast Users, faithful Users may watch the misfortune to be greater than the transient favorable position of changing to another new specialist organization. Thus, faithful shoppers may be more caring than non-steadfast buyers of here and now checks in benefit showdown (Rust et al. 1999). Faithful purchasers may have a more extensive range of persistence (Zeithaml, Berry, and Parasuraman 1993), in this manner encountering more noteworthy levels of fulfillment than non-steadfast buyers. Along these lines, the higher the steadfastness to a specialist organization, the more prominent the level of both general fulfillment and administration experience with that supplier.

Empirical Studies

Dopico and Porral (2016) ask about the parts of brand an incentive in the form business in Spain. An instance of two hundred fifty respondents are gathered and the methodology utilized is factor examination. The components utilized are a brand connection, check care, stamp endurance and saw quality. The outcomes demonstrate that brand commitment and brand association have a positive colossal effect while check care and saw quality don't affect stamp esteem. Therefore, it is prescribed to spin around check dedication and brand relationship to broaden stamp an incentive in the frame business. Moradi and Zarei (2016) ask about the impact of Country of Manufacture (COM) and Country of Brand (COB) on check esteem. They utilized an instance of seven hundred respondents and the strategies utilized are factor examination and assistant condition showing techniques. The components are seen quality, check connection/care and brand reliability. The outcomes demonstrate that COB has a monstrous direct impact on clear quality, check care/connection and brand dependability. Besides, the outcomes demonstrate that brand commitment intensely impacts check esteem. They prescribe concentrating on stamp commitment always to enhance check esteem. Pinar et al., (2016) analyze the determinants of brand an incentive in the saving money division (state, private and remote) in Turkey. The case check is of 607 people and the framework utilized is an

examination of advance. Parts utilized are seen quality, check picture, stamp connection, true blue alliance, stamp steadfastness and brand care. The outcomes demonstrate that brand picture/connection, check dependability, and saw quality are essentially greater for private financial institute than for public and remote financial institute. The different leveled alliance was the most crucial for state banks. The remote banks demonstrate that they are the base in the general brand esteem. They prescribe that brand picture/connection, stamp commitment and saw quality ought to be secured to upgrade check an incentive in private banks while different leveled alliance ought to be offered centrality to enhance check an incentive for state banks.

Ahmed and Butt (2014) endeavor to perceive the impact of after arrangement advantage and diverse factors on mark value in creamer business (autos) in Pakistan. The illustration is assembled from two hundred fifty respondents and the procedures they used are factor investigation and basic condition displaying. Five components are used that are a brand relationship, after arrangement advantage, mark steadfastness, saw quality and brand mindfulness. Every one of the five variables show the direct immense impact on mark value. They prescribe that like the typically used fragments of brand value, directors in cross breed business should moreover wear down after arrangement advantage that can similarly assemble mark value.

Wang and Li (2015) take a gander at the elements affecting brand value for convenient organizations in Taiwan. They used a case of 497 individuals. Basic condition displaying and corroborative factor examination frameworks are used. The components they used are personalization, seen delight, identifiability, saw quality, usability, mark mindfulness, purchase point, mark faithfulness and brand affiliation. The results reveal that the flexible organization features of just identifiability, saw bliss and personalization have productive and vital impacts on mark value sections/determinants (saw quality, mark mindfulness, mark dedication and brand associations). They recommend managing all factors that are used as a piece of their paper to enhance mark value for compact organizations.

Das et al., (2015) take a gander at the effect of retailer personality on customer based retailer value for division retail marks in India. A case of 335 individuals was assembled and the strategy used is auxiliary condition displaying. The components used are sensitivity, endurance, realness, enthusiasm and many-sided quality. The results show that refinement, dependability and sympathy have a gigantic constructive outcome on each customer based retailer value determinant (retailer mindfulness, retailer steadfastness, retailer saw quality and retailer affiliation). Regardless, sensitivity does not have a positive basic impact on retailer dependability. Validness and vitality have no impact on mark value. In this way they propose retail foundation administrators revolve around refinement, unwavering quality and sensitivity to upgrade their image value.

Alemán and Ballester (2005) assess impact of brand trust on check an impetus for concoction and mix appear in Spain. A portrayal is gathered from two hundred seventy one investigations and the structures they used are partner condition showing and strong factor examination. The segments used by them are general fulfillment, check trust and brand immovable quality. Brand trust is used as an intervening variable as general fulfillment can't clearly influence stamp resolve or regard. It is showed up through the results that brand trust basically and positively influences stamp regard. It is endorsed that brand trust must be worked by the relationship to have impossible brand regard.

Atilgan et al., (2005) dismember parts of brand an incentive in the refreshment business in Turkey over a representation size of two hundred fifty-five respondents. The procedures they utilized are influence examination and fundamental condition illustrating. They utilized four factors that are check steadfastness, stamp association, check care and saw quality. It is clear in the outcomes that brand trustworthiness has sort out critical impact while the other three components (stamp alliance, check care and saw quality) don't all around and especially affect check esteem. They prescribe showing managers to base on stamp endurance to enhance their picture esteem yet the other brand esteem determinants ought to in like way not be put down.

Pappu et al., (2005) tries to see the areas of brand an incentive for autos and TVs in Australia by utilizing a case size of five hundred thirty five respondents. The procedures they utilized are essential condition showing and authenticating factor examination. Four taken parts are a brand association, check care, stamp steadfastness and saw quality. It is appeared by the outcomes that each one of the 4 factors have a positive fundamental effect on check esteem. They endorse concentrating on every single one of the 4 segments to enhance stamp esteem. Additionally, they recommend that brand care and brand affiliations ought to be overseen as two unmistakable bits of brand esteem, which were utilized to be taken as same parts in prior examinations.

Pappu and Quester (2006) plan to see shopper reliability impacts retail stamp an incentive in Australian retail show off. An instance of 601 people is amassed. They utilized verifying variable examination and multivariate examination of progress. The factors they utilized are retailer devotion, retailer affiliations, retailer saw quality, and retailer care. The affiliation found is sure between retail stamp esteem and customer faithfulness. The outcomes exhibit that each one of the four utilized factors of brand esteem change as appeared by the level of customer reliability in retail establishments however in the event of solid point stores, retailer affiliations, and retailer saw quality and retailer care contrast as per the level of shopper unwaveringness that he has with the retailer. They recommend that with a specific extreme goal to redesign retail stamp esteem, customer reliability ought to be stressed as necessities be.

Pappu et al., (2006) investigate the effect of country of beginning period of a brand on its photo regard. An occurrence of 672 respondents is assembled in Australia and the strategy they used is a multivariate examination of shakiness. The portions they used are a brand organization together, check mind, stamp dedication and saw quality. The results showed that the brand regard moves as showed up by the country of base of the brand and the thing design. They recommend that the wellsprings of brand regard must be seen and the manager working when all is said in done market should base on improving country of beginning. In like way, they endorse that

brand estimation of all thing solicitations of a brand should be seen ideal.

Gil et al., (2007) take a gander at the bit of the family in building brand a motivation in 6 particular brands of deplete, toothpaste and olive oil in Spain. The case is amassed through 360 surveys and the methodology they used are basic condition appearing and strong factor examination. The segments used by them are stamp dependability, check affiliation, saw quality and brand mind. The results demonstrate that the information gave by the family concerning the three factors in a general sense and particularly influence check regard. Something unique showed up by the result is stamp relentlessness that evidently is an abutting thought of brand regard. They prescribe that centrality should be given to family affiliations and brand contemplate with the objective that brand regard could be moved begin with one age then onto the going with one.

Yasin et al., (2007) plans to perceive the impact of brand's nation of-cause picture on the brand estimation of family electrical gadgets in Malaysia. They utilized a case size of 501 respondents and the structures they utilized are factor and apostatize examination. They utilized brand unwavering quality, check care/affiliations and brand trademark as their components. The outcomes display that brand's nation of-cause picture affect stamp an incentive all around and quite. It is prescribed by them that so as to improve stamp esteem, inconceivable photograph of brand's unprecedented nation and brand faithfulness ought to be secured.

Wang et al., (2008) investigate the relationship between stamp esteem variables and companions constrain alliance (CAA) and its thing advance achieves China for chemical, shading TV and PC. An instance of 735 reviews was gathered and factor examination and examination of qualification are utilized. The parts utilized are CAA, quality observation, check resounding, stamp extensibility, regard flexibility, and repurchase want and brand care. It is appeared by the outcomes that CAA has a fundamental direct impact on check esteem while stamp care and CAA have a positive gigantic effect on check extensibility, regard flexibility and brand resounding. In like way, it is demonstrated that brand extensibility and the want to repurchase are sincerely influenced by check reverberation. They

suggest that general marketing specialists working in China ought to spin around CAA to enhance check esteem.

Buil et al., (2008) take a gander at the instability in surveying brand an incentive in Spain and UK. They utilized an instance of 822 people and the method utilized is substantiating component examination. They utilized clear quality, stamp association, check dependability and brand care. It is uncovered through the outcomes that the components utilized as a bit of the examination affect stamp esteem relatively in UK and Spain. Since the brand esteem wound up being invariant in the two nations, they suggest that the model could be utilized to control check an incentive over the globe and chairmen can make and acknowledge general brand procedure.

Rios and Riquelme (2008) endeavor to see the areas that effect check an incentive for the matter of online affiliations. An instance of 503 respondents is gathered in Australia and the strategies utilized are factor examination and helper condition illustrating. The components utilized are check care, stamp commitment and brand association. The outcomes demonstrate that brand devotion impacts stamp esteem the most while check connection and care by proposal affect check an incentive through their effect on immovability. They suggest that once check care is made, chairmen should base on stamp immovability and relationship to enhance check esteem.

Jung and Sung (2008) investigate the effect of the qualification in culture on check an incentive in dress things for Americans in the USA, South Koreans in the USA and South Koreans in Korea. An instance of 300 respondents is gathered and the system they utilized is a multivariate examination of difference. Brand steadfastness, check care/connection, and saw quality are utilized as factors. The outcomes show that the three factors have a more gigantic accommodating outcome on check an incentive in Americans than in South Koreans in Korea and USA. Likewise, it is appeared by both the South Korean get-togethers that brand devotion is the most essential part of brand esteem. They propose endeavoring to create denotes all around by recalling the objective market to upgrade stamp esteem.

Tong and Hawley (2009) look at the factors influencing brand an incentive in sportswear show off in China through an instance of 304 respondents. The strategies they utilized are validating component examination and fundamental condition exhibiting and the factors they utilized are stamp reliability, check care, saw quality and brand association. It is uncovered through the outcomes that brand connection and brand reliability have a direct fundamental effect while stamp care and saw quality don't especially affect check esteem and their impact is in like way not essential. They underwrite concentrating on check connection and brand devotion to enhance stamp esteem, yet the other two components ought to comparably not be put down.

Sinapuelas and Sisodiya (2010) attempt to see the impact of line growths on parent stamp an incentive as a rule store packaged things by utilizing an instance of 318 respondents. The system utilized is fall away from the faith examination and the factors utilized are measures of line advancements, progress, solo advancing. The outcomes display that movement has a positive essential effect on high esteem brands while new line growthes and solo advancing have a positive tremendous effect on low esteem parent brands. Along these lines, they suggest publicizing new augmentations independently from the parent check for low esteem brands while showing creative line extensions if there should be an occasion of high esteem brands to collect their picture esteem.

Martensen and Gronholdt (2010) look at how the customer based relationship impacts the brand an incentive in the managing a record division in Denmark. An instance of 351 social occasions was gathered. Fundamental condition showing procedure is utilized. The factors utilized are common and excited brand reactions that are likewise divided trust, advantage quality, and segment, satisfaction of the affirmation, cost and thing quality. The outcomes display that all parts are basic. They support updating customer based relationship to upgrade check esteem.

Rios and Riquelme (2010) would like to perceive the brand esteem's segments and to dismember how the publicizing hones affect check an incentive for the matter of online affiliations. The diagrams are aggregated from 503 understudies in Australia. They

utilized factor examination and assistant condition showing procedures. The factors utilized are stamp care, check immovability, trust alliance and respect association. Particular segments for displaying hones combine handiness, satisfaction and customer advantage on the web. The outcomes demonstrate that every single one of the components including those of propelling exercises unequivocally influence stamp an incentive aside from check respect association. They support concentrating on all brand care, check commitment, trust connection and respect relationship to enhance stamp esteem.

Pike et al., (2010) produce a gander at the results of the brand picture, stamp steadfastness, saw brand and quality great quality to the brand estimation of Chilean clients for travelers in Australia. A case size of 846 people was amassed utilizing fundamental condition showing and demonstrative factor examination approach. The factors utilized are a brand picture, stamp devotion, check striking nature and saw quality. The outcomes demonstrate that there is no positive critical relationship between the 4 utilized components with check an incentive in Chilean buyers for tourism in Australia. They underwrite that customer based brand esteem measures ought to be poor down at various time breaks to track display perceptions with respect to check objectives.

Mourad et al., (2011) attempt to perceive the areas influencing brand an incentive in the pushed preparing segment in Egypt. The case measure is of 600 respondents and factor examination and diverse descend into sin frameworks are utilized. The factors are check care, stamp picture and client particular qualities. The outcomes show that brand picture basically impacts check esteem nearly than stamp care. Obviously, the purchaser qualities have no titanic impact on check an incentive in the moved guideline domain. It is recommended to the chairmen to contribute more to create a brand picture than to make check care.

Sanyal and Datta (2011) perceive the effect of nation of starting stage on the brand estimation of stamped nonexclusive medications in India. In this examination, 196 respondents' case is utilized and the systems utilized are factor and fall away from the faith examination. They utilized brand care and brand quality as factors. The outcomes show that

nation of initiation picture very effects stamp esteem and it by and large impacts the brand esteem. Likewise, it is displayed that denoted generics' nation of cause picture by proposal and absolute effects stamp an incentive through brand care and brand quality which are the intervening components. They recommend that activities concerning publicizing ought to be taken to update stamp care and brand quality.

Baumgarth and Binckebanck (2012) dissect the impact of offers constrain on check an incentive in B to B business in Germany. An instance of 201 studies is gathered. Factor examination and fundamental condition showing are utilized. The parts utilized are pro's identity, bargains specialist's immediate, non-particular correspondence and thing quality. It is appeared through the outcomes that all the 4 factors have a provoke helpful outcome on check esteem and the most fundamental variable is illustrative lead. It is proposed that to redesign check an incentive in Business to Business it is must enhance relations with clients. For that framework pro's identity, bargains operator's lead, thing quality and non-particular correspondence ought to be secured.

Chahal and Bala (2014) surveyed the parts affecting brand an incentive in the human organizations zone in India. They utilized an instance of 206 respondents. The systems they utilized are factor examination, different backslide and helper condition illustrating. They utilized three factors that are check devotion, stamp picture and saw association quality. The outcomes display that the brand unwavering quality and saw quality have a direct gigantic impact on check esteem. Obviously, check picture has a roundabout helpful outcome on stamp esteem that is through the intervening variable brand immovability. They support concentrating on stamp immovability and saw quality to improve check an incentive in the social insurance division.

Identification of Research Gap

Numerous investigations on brand equity in numerous ventures, no exploration has yet been led for edible oil industry in Pakistan. This study plans to see the effect of perceived quality, brand loyalty, brand awareness, brand association and brand image on brand equity of Edible oil cooking oil in Pakistani

setting. Further, it is about the factors influencing brand equity and its effect on customer buy expectation for Edible oil cooking oil. The examination is led in Pakistani setting (Karachi). The parts of brand equity utilized as a part of this examination are considered as the real segments for the two items and administrations. These are perceived quality, brand loyalty, brand image, brand association and brand awareness. The examination purpose is to look for that how every one of these factors influence brand equity and buy aim of Edible oil cooking oil utilized as a part of Pakistan.

Model Hypotheses

H1: Brand awareness has significant impact on perceived quality.

H2: Brand awareness has significant impact on brand loyalty.

H3: Brand awareness has significant impact on purchase intention.

H4: Brand image has significant impact on perceived quality.

H5: Brand image has significant impact on brand loyalty.

H6: Brand image has significant impact on purchase intention.

H7: Perceived quality has significant impact on purchase intention.

H8: Brand loyalty has significant impact on purchase intention.

Conceptual Framework

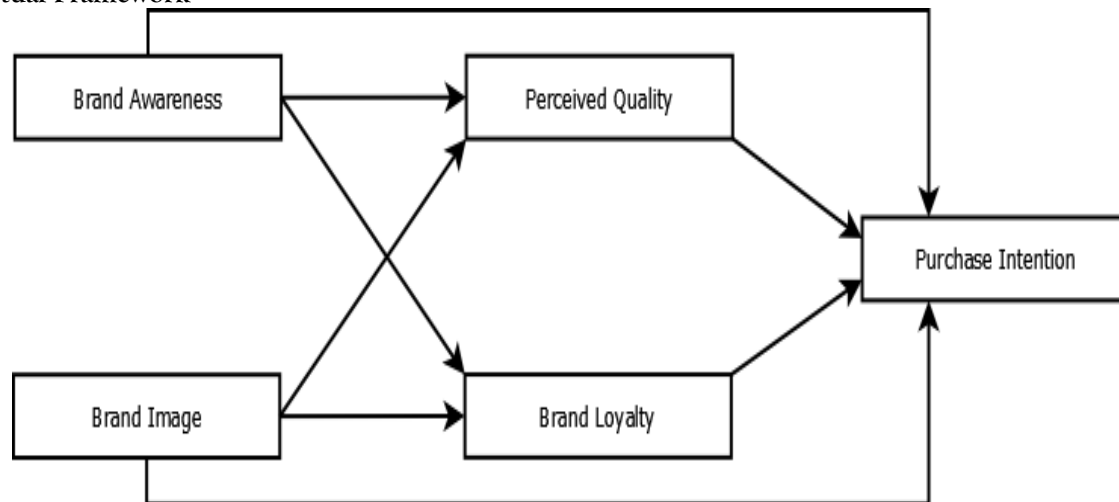


Figure 3.1: Conceptual Framework

Chapter Summary

Firstly, this chapter has provided a theoretical background to base the foundation of this study, specifically on the Aaker model. Similarly, this chapter has presented empirical studies based on the proposed research model as well as research hypothesis. Next chapter presents the justification of data collection and analysis on the basis of research design and approach.

Methodology

Methodology

Introduction

This chapter has instigated inclusive overview of steps for conducting data collection and analysis steps. Similarly, this chapter presents comprehensively research approach, research purpose and research design specifically to examine impact of brand equity on consumer purchase intention.

Research Approach

Basically, research approaches are categorized into two broader types that are qualitative and quantitative. In qualitative research, the aim is to collect and analyze non-numerical data that could be gathered through either face-to-face interviews, group discussion sessions, observations etc. Whereas, quantitative approach categorically deals with numerical data that could be used further for statistical analysis and empirical researches, Bell (2014); Saunders (2011).

Research Purpose

The purpose of research may either be exploratory, explanatory or descriptive. Exploratory or descriptive studies deal primarily with the in-depth information gathering about certain phenomenon through qualitative manner. However, quantitative researches mainly have explanatory purposes and focuses on explaining the pre-existed phenomenon and develops their hypotheses on the existing theoretical foundations (Saunders, 2011). Hence, current research purposefully used explanatory research purpose to essentially try to explain related phenomenon to brand equity and purchase intention.

Research Design

The purpose of research may either be exploratory, explanatory or descriptive. Exploratory or descriptive studies deal primarily with the in-depth information gathering about certain phenomenon through qualitative manner. However, quantitative researches mainly have explanatory purposes and focuses on explaining the pre-existed phenomenon and develops their hypotheses on the existing theoretical foundations (Saunders, 2011). Hence, current research purposefully used explanatory research purpose to essentially try to explain related phenomenon between brand equity and purchase intention.

Data Source

In this research information gathered is primary as the surveys are gathered out of the blue in regards to the brand equity of edible oil.

Target Population

In this research population is bound in age section between eighteen to fifty years. The objective selection is the general population of city Karachi devouring edible oil.

Sample Size

A total of 324 participants have been selected for this study.

Data Collection Tool

Likert scale, as attributed invention of Rensis Likert in the year 1931, is a set of items with equal intervals between favorable and unfavorable statements regarding certain phenomenon, personality or social event, (Gliem & Gliem, 2003). Accordingly, the study has used five-point Likert scale questionnaire as data collection instrument. The respondents will be asked to examine their perception of the variables data gathered from target population. The instrument include two major sections i.e. profile of the respondent (demographic section) and actual questionnaire comprising study variables. The Likert scale utilized for this research indicated 1= strongly disagree and 5= strongly agree.

Sampling Techniques

There are two basic distinctive categories of sampling techniques including non-probability convenience sampling that emphasize on known population and equal chance of participation to all the items of the population. Whereas, non-probability sampling focused on unknown population and do not provide equal chance of participation to all the items of the population, Blumberg et al. (2014); Bryman and Bell (2015); Collis and Hussey (2013). In non-probability sampling, two sub-types are popularly known in management and social science researches namely convenience sampling and purposive sampling, Cooper et al. (2006); Hair (2007). Convenience sampling technique refers to the selection of respondents and collection of data from the most convenient and easily accessible items of the population, Zikmund et al. (2013). In the current study, the suitable sampling technique that has been used was convenience sampling technique.

Statistical Techniques

In regards to data analysis technique, the study has developed complex and multi-layered conceptual framework using comparatively smaller sample size. Therefore, Partial Least Square (PLS) Structural Equation Modeling (SEM) has been used in the study. It was described rigorously by numerous past statisticians that PLS-SEM has considerable advantages to assess exploratory models with smaller sample size, (Chin & Newsted, 1999; Hair Jr, Hult, Ringle, & Sarstedt, 2016). Basically, PLS-SEM is non-parametric statistical technique that emphasize upon bootstrapping and algorithm to estimate confirmatory factor analysis and path analysis to provide findings, (Hair, Ringle, & Sarstedt, 2013; Hair Jr et al., 2016; Joe Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). Hence, the study has purposefully used PLS-SEM as data analysis technique.

Variable Description**Perceived Quality**

The view of client about the worth of an administration or an item with respect to its motivation is called Perceived quality.

Brand Loyalty

Loyalty of a brand which is appeared by a shopper whether he changes to some other brand or nor even in the wake of seeing an adjustment in the quality is refer to Brand loyalty, component or cost in some other brand.

Brand Awareness

The capacity of a potential client to review or recognize a particular brand is referring to Brand Awareness.

Brand Image

Brand image is basically the way a brand is seen or perceived by a shopper removed from the brand affiliations he holds in his memory.

Chapter summary

This chapter has explained and justified the steps adopted towards the data collection and analysis. Moreover, this chapter has validated the steps taken towards the completion of this study based on the research objectives. The following chapter presents the results and discussion to the data collected.

Data Analysis**Data Analysis****Introduction**

This chapter has presented results to the data collected specifically to examine the impact of brand equity on consumer purchase intention. Afterwards, this chapter has presented a discussion to the results by supporting it with previous studies.

Construct Validity

The study has used construct validity to assess that all the measures should have loaded into their respective construct with adequate factor loadings. It has been proposed that measures should be loaded into their respective construct with at-least 0.70 for each factor loadings, (Hair et al., 2016; Hair, Sarstedt, Ringle, & Mena, 2012; Tabachnick, Fidell, & Osterlind, 2001). Following table 1 illustrates estimation of construct validity.

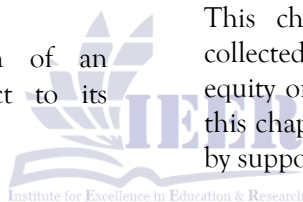


Table 1: Construct Validity

	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention	Perceived Quality
BA3	0.908				
BA5	0.770				
BI1		0.788			
BI4		0.915			
BI5		0.745			
BL1			0.846		
BL2			0.796		
BL3			0.850		
BL4			0.825		
BL5			0.795		
PI1				0.908	
PI2				0.922	
PI4				0.905	
PI5				0.935	
PQ1					0.863
PQ2					0.835
PQ3					0.923
PQ4					0.891
PQ5					0.855

In the above table, it has been shown clearly that all the measures were loaded into their theoretically manifested construct and their factor loadings were also greater than 0.70. Hence, the study has achieved content validity.

has used convergent validity. In this concern, three assessment parameters were taken into consideration namely average variance extracted, composite reliability and Cronbach's alpha reliability test. Following table 4 shows the results of these three parameters in relation to each variable.

Convergent Validity

In regards to estimate the extent of convergence amongst measures of particular variable, the study

Table 2: Convergent Validity

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.603	0.828	0.709
Brand Image	0.767	0.859	0.671
Brand Loyalty	0.880	0.913	0.677
Perceived Quality	0.922	0.942	0.764
Purchase Intention	0.938	0.955	0.842

It has been manifested by (Hair, Black, Babin, Anderson, & Tatham, 2010; Hair et al., 2016; Hair et al., 2012; Nunnally, 1967) to achieve convergent validity, each variable should have at-least 0.50 coefficient for AVE, 0.80 coefficient for composite

reliability and 0.60 coefficient for Cronbach's Alpha reliability. Therefore, the above table clearly showed that all the constructs have achieved convergent validity. Thus, the study has achieved convergent validity.

Table 3: Discriminant Validity usnig Fornell and Larcker (1981) Criterion

	Brand Awareness	Brand Image	Brand Loyalty	Perceived Quality	Purchase Intention
Brand Awareness	0.842				
Brand Image	0.071	0.819			
Brand Loyalty	0.330	0.152	0.823		
Perceived Quality	0.230	0.085	0.191	0.874	
Purchase Intention	0.221	0.141	0.293	0.301	0.918

The table above showed that all the constructs have greater values of their squared-root AVE in contrast to the correlation coefficients of all other constructs.

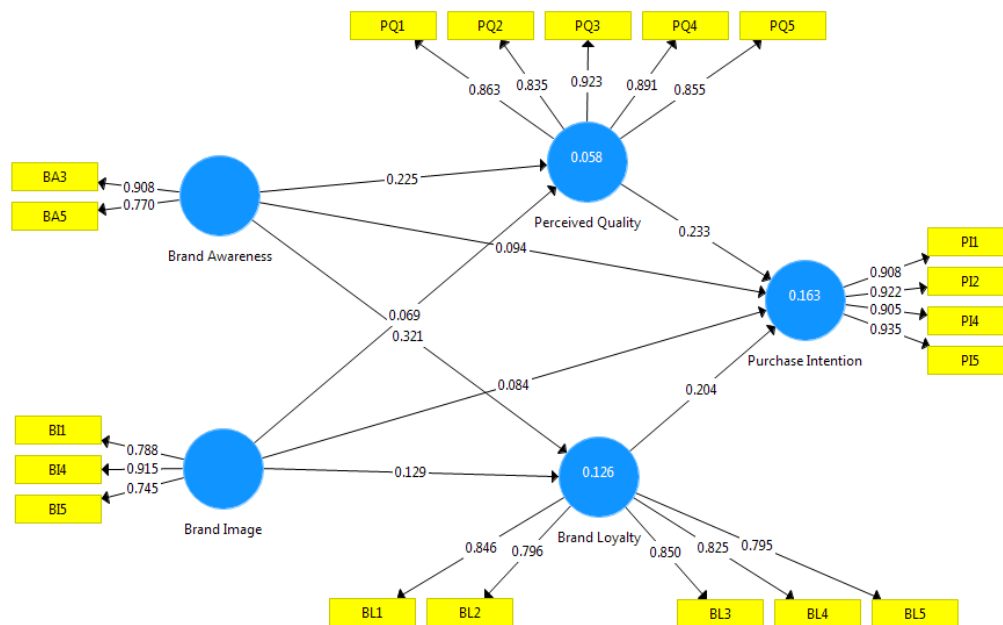
Therefore, the study has achieved discriminant validity on the suggested basis of Fornell and Larcker (1981).

Table 4: Discriminant Validity usnig Heterotrait-Monotrait (HTMT) Ratio

	Brand Awareness	Brand Image	Brand Loyalty	Perceived Quality	Purchase Intention
Brand Awareness					
Brand Image	0.121				
Brand Loyalty	0.433	0.167			
Perceived Quality	0.299	0.103	0.207		
Purchase Intention	0.287	0.157	0.312	0.318	

As per the above Table 6 formulation has been revealed that HTMT ratio for all the constructs in research. The Threshold of HTMT criterion in discriminant validity, as recommended by Henseler et al. (2016); Henseler et al. (2015), must be below

than 0.95. In our study all the construct have accomplished the threshold value. All HTMT ratio values of constructs has been found below than 0.95, Thus, the criteria of HTMT criterion have accomplished in discriminant validity.



Path Analysis

Following table of the study shows path analysis for direct effect relationship between independent and dependent variables.

Table 5: Direct Effect Path Analysis

	Estimates	S.E.	T-Stats	P Values
Brand Awareness → Brand Loyalty	0.321	0.056	5.701	0.000
Brand Awareness → Perceived Quality	0.225	0.056	3.998	0.000
Brand Awareness → Purchase Intention	0.094	0.047	2.014	0.044
Brand Image → Brand Loyalty	0.129	0.048	2.708	0.007
Brand Image → Perceived Quality	0.069	0.052	1.339	0.181
Brand Image → Purchase Intention	0.084	0.051	1.658	0.097
Brand Loyalty → Purchase Intention	0.204	0.049	4.170	0.000
Perceived Quality → Purchase Intention	0.233	0.046	5.050	0.000

The results have shown that brand awareness has significant and positive impact on brand loyalty (0.321, $p < 0.10$), perceived quality (0.225, $p < 0.10$) and purchase intention (0.094, $p < 0.10$). Furthermore, brand image has been found as statistically significant and positively related to brand

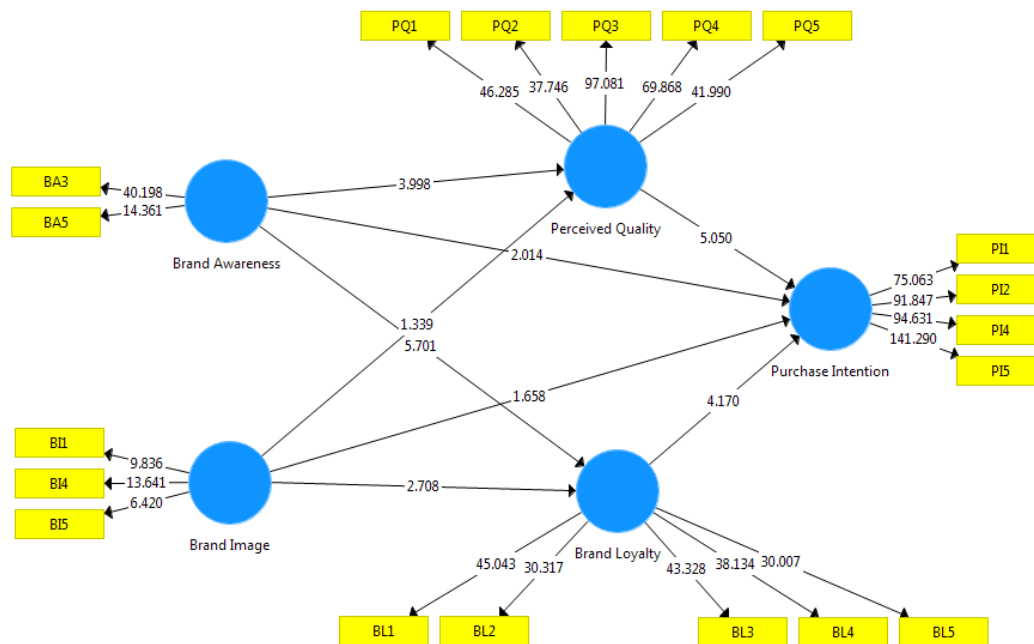
loyalty (0.129, $p < 0.10$) and purchase intention (0.084, $p < 0.10$) but does have insignificant impact on perceived quality (0.069, $p < 0.10$). Finally, brand loyalty (0.204, $p < 0.10$) and perceived quality (0.233, $p < 0.10$) both have statistically significant and positive impact on purchase intention.

Table 6: Indirect Effect Path Analysis

	Estimates	S.E.	T-Stats	P Values
Brand Awareness → Brand Loyalty → Purchase Intention	0.066	0.020	3.296	0.001
Brand Image → Brand Loyalty → Purchase Intention	0.026	0.012	2.185	0.029
Brand Awareness → Perceived Quality → Purchase Intention	0.053	0.017	3.159	0.002
Brand Image → Perceived Quality → Purchase Intention	0.016	0.016	1.002	0.316

In addition, the above table has shown indirect effects of path analysis between the variables. Therefore, in the above table, it has been empirically proven that brand awareness (0.066, $p < 0.10$) and brand image (0.026, $p < 0.10$) have statistically significant and positive impact on purchase intention with the mediation of brand loyalty.

However, brand awareness (0.053, $p < 0.10$) has statistically significant and positive impact on purchase intention with the mediation of perceived quality but brand image (0.016, $p > 0.10$) has statistically insignificant relationship with purchase intention with the mediation of perceived quality.



Furthermore, the following table shows predictive relevancy of the dependent variables.

Table 7: Predictive Relevancy

Exogenous Variables	R Square	R Square Adjusted	Q Square
Brand Loyalty	0.126	0.120	0.078
Perceived Quality	0.058	0.052	0.040
Purchase Intention	0.163	0.152	0.123

It has been shown that 12.6 percent variability in brand loyalty, 5.8 percent variability in perceived quality and 16.3 percent variability in purchase intention have been proven to be predicted by the combination of all independent variables respective to each of the aforementioned exogenous variables.

Chapter Summary

The aforementioned chapter has presented results based on the structural equation modeling to show the impact of brand equity on consumer purchase intention. Furthermore, this chapter has presented

the results validated from pilot study to reveal its validation for further analysis. The following chapter summarizes the findings of the study based on the research objectives and questions.

Conclusion and Recommendations

Conclusion and Recommendations

Introduction

This chapter has summarized the overall study objective based on its research questions and hypothesis towards the impact of brand equity on consumer purchase intentions. Afterwards, this study

has provided managerial implications and future recommendations based on the findings of the study.

Conclusion

The study has been concluded that brand awareness has been shown significant influence on brand loyalty; it means that when customers have brand awareness so they have the knowledge about brand to select the best brand among others. Similarly, customer awareness about brand increases the brand loyalty among customers. Moreover, brand awareness has significant influence on perceived quality; it means that when brand awareness has increased so the customer perceived brand quality also has increased among customers. However, brand awareness has influenced on purchase intention, it means that when brand awareness among customers has increased so the intention to purchase brand also increased. The study suggested that brand awareness provide the knowledge about the brand that eventually helps in increasing intention to purchase brand. Additionally, brand image has been shown significant influence on brand loyalty, it means that due to increase of brand image perception among customers, it helps to make customer more loyal towards brand. Moreover, brand image has been showed insignificant influence on perceived quality; it means those brands whose brand image is not good in the market so it becomes the cause of adverse perceived quality among customers. However, brand image has a significant influence on purchase intention, it means that whenever customer perceived brand image at the time of purchasing so the brand image and brand identification helps in changing the behavior of customers intention to purchase particular brand. Furthermore, brand loyalty has been shown significant influence on purchase intention; it means that whenever customer brand loyalty has increased so the purchase intention also increased. Similarly, results showed that when customers are more loyal so they purchase particular brand because of likeability and preference of customers. Furthermore, perceived quality has been shown significant influence on purchase intention, it means that when customer perceived quality regarding particular brand so they give more preference to specific brand and make their behavior intention to purchase of certain brand.

However, brand awareness has shown significant influence on purchase intention with the mediation of brand loyalty, it means that when customers have knowledge and brand awareness so customers make their intention to purchase of particular brands for which they prefer and loyal to certain brands. Moreover, brand image has significant influence on purchase intention with the mediation effect of brand loyalty, it means that when customer perceived brand image of any brand so they have more intention to purchase those brands for which they are loyal and preferred to purchase. Additionally, brand awareness has significant influence on purchase intention with the mediation effect on perceived quality, it means that when customer have brand awareness and knowledge so customer intent more of purchasing brand because of getting the quality regarding brand purchasing. Furthermore, brand image has an insignificant influence on purchase intention with the mediated effect of perceived quality, it means when customer have negative perception and image of particular brand so customer feel reluctant and hesitate to intent to purchase due to the quality issues regarding brands.

Theoretical Contribution

The study contributes to the theoretical perspective of edible oils for researchers and academics of Pakistan. Utmost importantly, the current study contributes largely to the empirical literature and evidences for understanding the brand equity conceptualization of edible oils. Also, the study contributes to the academic knowledge and understanding about the brand management of edible oils in terms of purchase behavior of the consumers in Pakistan. Local evidence has been provided by the study to academics and researchers to comprehensively appreciate the current situation and scenario of edible oil industry in Pakistan from the consumer perspective.

Managerial Implications

This study has important implications theoretically and for practitioners. New insights are provided by this framework in order to understand the impact of brand loyalty, brand awareness, brand perceived quality and brand image on purchase intention. Foreign brand marketer can use the findings of this

study to explore their strengths and weaknesses in a practical context. The household advertisers ought to adjust that brand mindfulness, mark picture and brand apparent quality have a solid and significant degree of association with buy goal and exercises ought to fulfill clients to give the contributions based on buyer needs. Organizations can grow deals by offering the characteristics which clients hope to energize the buy choice and offering the correct brand highlights. Brands can concentrate more towards receiving following exercises based on discoveries. Right off the bat, brands should center around upgrading the nature of items keeping in attention the end goal to make faithful clients towards their image. Besides, brands should utilize powerful special instruments with a specific close goal to make solid brand mindfulness all through the psyches of clients.

Future Line of Research

From all of the findings of this study, the foreign makeup brand marketers can identify brand awareness; brand perceived quality and brand association have an impact on female user purchase decision. So, based on that knowledge, the companies can better plan out their branding activities in the future. Facilitate bearings for future studies may include an exploratory investigation in other online settings. It has been recommended that factors could be inspected in this idea to help these discoveries. Future studies could likewise increase enhanced consistency by get-together a larger sample covering distinctive social settings of various urban communities or zones. Future research is required to affirm the discoveries. Future research ought to incorporate individuals from all areas of life and from different parts of the nation keeping in mind the end goal to sum up the discoveries of the examination. Different factors can likewise be viewed as, for example, customer satisfaction and brand love.

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Appendices

Appendix-A

Survey Questionnaire

Dear respondent,

I am a student of MBA thesis in marketing and conducting this research for the completion of my degree program. I request you to fill up the questionnaire regarding the **Impact of Brand Equity on Consumer Purchase Intention towards Edible Oil in Pakistan**. I assure that the information you will provide will be used for this research only.

	☐ Soya Supreme	☐ Edible oil
Preferred Edible Oil Brand	☐ Eva	☐ Habib
	☐ Meezan	☐ Sufi

Please choose **ONE** best option

SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree

	SD	D	N	A	SA
<u>BRAND AWARENESS</u>					
I know about my preferred cooking oil.					
When I think of edible oil, my preferred cooking oil is one of the brands that come to mind.					
My preferred cooking oil is an edible oil I am very familiar with.					
I know what my preferred cooking oil looks like.					
I can recognize my preferred cooking oil amongst other brands.					
<u>BRAND IMAGE</u>					
I imagine some specific characteristics of my preferred cooking oil immediately.					
My preferred cooking oil has a differentiated image from other edible oil brands.					
The product is sincere to the customers.					
My preferred cooking oil is known for providing the best quality.					
My preferred cooking oil offers the greatest quality of edible oil.					
<u>PERCEIVED QUALITY</u>					
My preferred cooking oil offers very good quality products.					
My preferred cooking oil offers products of consistent quality.					
My preferred cooking oil offers very reliable products.					
In comparison to alternative brands, the quality of my preferred cooking oil is extremely high.					
In comparison with alternative brands, my preferred cooking oil is the leading brand in the chocolate market.					
<u>BRAND LOYALTY</u>					
I consider myself to be sincere to my preferred cooking oil.					
My preferred cooking oil would be my first choice when considering edible oil.					
I will not buy other brands of edible oil if my preferred cooking oil is available at the store.					
I will keep on buying as long as my preferred brand provides me satisfactory products.					
I would love to recommend my preferred cooking oil to my friends.					
<u>PURCHASE INTENTION</u>					
I will buy my preferred cooking oil in the near future.					
I would consider buying my preferred cooking oil in the future					
I have intention to buy my preferred cooking oil in future.					

Respondent's Details:

Age: 18-30 ☐ 31-40 ☐ 41-50 ☐ Above 50 ☐

Gender: Female ☐ Male ☐

Thank you very much for your time and cooperation.

Appendix-B

Outer Loadings

	Brand Awareness	Brand Image	Brand Loyalty	Perceived Quality	Purchase Intention
BA3	0.908				
BA5	0.770				
BI1		0.788			
BI4		0.915			
BI5		0.745			
BL1			0.846		
BL2			0.796		
BL3			0.850		
BL4			0.825		
BL5			0.795		
PI1					0.908
PI2					0.922
PI4					0.905
PI5					0.935
PQ1				0.863	
PQ2				0.835	
PQ3				0.923	
PQ4				0.891	
PQ5				0.855	

R Square

	R Square	R Square Adj
Brand Loyalty	0.126	0.120
Perceived Quality	0.058	0.052
Purchase Intention	0.163	0.152

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.603	0.674	0.828	0.709
Brand Image	0.767	0.867	0.859	0.671
Brand Loyalty	0.880	0.884	0.913	0.677
Perceived Quality	0.922	0.927	0.942	0.764
Purchase Intention	0.938	0.948	0.955	0.842

Fornell-Larcker Criterion

	Brand Awareness	Brand Image	Brand Loyalty	Perceived Quality	Purchase Intention
Brand Awareness	0.842				
Brand Image	0.071	0.819			
Brand Loyalty	0.330	0.152	0.823		
Perceived Quality	0.230	0.085	0.191	0.874	
Purchase Intention	0.221	0.141	0.293	0.301	0.918

Heterotrait-Monotrait Ratio (HTMT)

	Brand Awareness	Brand Image	Brand Loyalty	Perceived Quality	Purchase Intention
Brand Awareness					
Brand Image	0.121				
Brand Loyalty	0.433	0.167			
Perceived Quality	0.299	0.103	0.207		
Purchase Intention	0.287	0.157	0.312	0.318	

Construct Crossvalidated Redundancy

Total

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Awareness	648.000	648.000	
Brand Image	972.000	972.000	
Brand Loyalty	1,620.000	1,493.348	0.078
Perceived Quality	1,620.000	1,555.049	0.040
Purchase Intention	1,296.000	1,136.183	0.123

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness → Brand Loyalty	0.321	0.323	0.056	5.701	0.000
Brand Awareness → Perceived Quality	0.225	0.228	0.056	3.998	0.000
Brand Awareness → Purchase Intention	0.094	0.096	0.047	2.014	0.044
Brand Image → Brand Loyalty	0.129	0.135	0.048	2.708	0.007
Brand Image → Perceived Quality	0.069	0.084	0.052	1.339	0.181
Brand Image → Purchase Intention	0.084	0.091	0.051	1.658	0.097
Brand Loyalty → Purchase Intention	0.204	0.205	0.049	4.170	0.000
Perceived Quality → Purchase Intention	0.233	0.234	0.046	5.050	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Brand Loyalty -> Purchase Intention	0.066	0.066	0.020	3.296	0.001
Brand Image -> Brand Loyalty -> Purchase Intention	0.026	0.027	0.012	2.185	0.029
Brand Awareness -> Perceived Quality -> Purchase Intention	0.053	0.053	0.017	3.159	0.002
Brand Image -> Perceived Quality -> Purchase Intention	0.016	0.017	0.016	1.002	0.316

