

**T.C.  
İSTANBUL AYDIN UNIVERSITY  
INSTITUTE OF SOCIAL SCIENCES**



**THE EFFECT OF ONLINE FOOD DELIVERY APPLICATIONS ON BRAND  
AWARENESS OF LOCAL PIZZA BRANDS: A STUDY IN KARACHI  
PAKISTAN**

**THESIS  
MUHAMMAD HAMZA LAIQ**

**Department of Business (English)  
Business Administration Program**

**Thesis Supervisor: Assoc. Prof. Dr. Ilkay KARADUMAN**

**JANUARY-2018**

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T.C.  
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1)Tez Danışmanı: Doç. Dr. İlkyay KARADUMAN

2)Jüri Üyesi : Yrd. Doç. Dr. Nurgün KOMŞUOĞLU YILMAZ

3) Jüri Üyesi : Yrd. Doç. Dr. İlge KURT

Not: Öğrencinin Tez savunmasında Başarılı olması halinde bu form imzalanacaktır. Aksi halde geçersizdir.

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Yüksek Lisans tezi olarak sunduđum “The effect of online food delivery applications on brand awareness of local pizza brands: a study in Karachi, Pakistan.” adlı alıřmanın, tezin proje safhasından sonuçlanmasına kadar ki bütün süreçlerde bilimsel ahlak ve geleneklere aykırı düşecek bir yardıma başvurulmaksızın yazıldığını ve yararlandığım eserlerin Bibliyografya’da gösterilenlerden oluştuđunu, bunlara atıf yapılarak yararlanılmış olduğunu belirtir ve onurumla beyan ederim. (.../.../2018)

**Muhammad Hamza LAIQ**

Imza

*To my Parents  
Today what I am is just because of them.  
I am thankful to Allah and my parents.*



## **FOREWORD**

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**MUHAMMAD HAMZA LAIQ**

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# INTERNET ÜZERİNDEN GIDA TESLİMAT UYGULAMALARININ YEREL PIZZA MARKALARIN MARKA BİLİNCESİNE ETKİSİ: KARAÇİ, PAKİSTAN'DA BİR ÇALIŞMA.

## ÖZET

Gelişmiş pazarlama döneminde, marka bilinirliği pazarlamanın vazgeçilmez bir parçası olarak görülür. Her pazarlamacı, markalarının imajını hedef kitlenin zihninin en üstüne koymaya çalışır. Şirketler çoğunlukla online promosyonel gıda dağıtımıyla ilgili cep telefonları üzerinden marka bilinirliği yaratma uygulamaları kullanmayı tercih ediyorlar. Bu akademik çalışma, gıda dağıtım uygulamalarının pazarda nasıl bir etki bıraktığının araştırılmasına yöneliktir; yani e-pazarlama, satış promosyonu ve mobil pazarlama. Çalışma yerel pizza markalarının marka farkındalığına ne kadar önem verdiğini ölçmek için hazırlanmıştır ve Pakistan'ın Karaçi bölgesini kapsamaktadır. Bu çalışma online gıda dağıtım uygulaması kullanarak marka bilinirliği yaratan ve Pakistan'ın Karaçi şehrinde en iyi taktiği kullanan, hedeflere ulaşmanın en doğru ve etkili yolunu bulmamızı sağladı. Çalışma da bir anket oluşturmak için Likert ölçeği kullanıldı ve birincil veriler toplandı, ikincil veriler konuyla alakalı makaleler ve araştırma tezleri gibi kaynaklardan yararlandık. Anketin güvenilirlik testi ve geçerliliği de dikkate alınmış, ölçülmüş ve temin edilmiştir. Özellikle fast food ve pizzadan hoşlananlar üzerinde çalışmak için, yaş grubunu 18 - 35 yaş arasında tutmaya odaklandık, ancak araştırma kesin olmadığından, 46 yaşın üzerindeki insanların bir kısmında çalışmamızda yer aldı. Toplanan veriler SPSS Software yazılımı ve korelasyon gibi analitik araçlar kullanılarak analiz edilmiştir. Tüm araştırma sonuçları, marka bilinirliği ve çevrimiçi gıda dağıtım uygulaması arasında kuvvetli bir bağ olduğunu göstermiştir. Son analiz, farklı marka ve markalarının sahipleri tarafından etkili bir şekilde kullanılan online gıda dağıtım uygulaması ile markanın farkındalığının etkilenip tetiklendiğini gösteren korelasyon analiziyle derlendi. Tanıtım iletişim araçlarıyla yapıldığında, Karachi kentindeki yerel pizza şirketlerinin marka farkındalığı oluşturmasında online gıda dağıtım uygulaması kullanmalarının etkili bir rolü olduğu analiz edilmiştir.

**Anahtar kelimeler:** *Marka Farkındalığı, Online Gıda Dağıtım Uygulaması, Yerel Pizza*

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**ABSTRACT**

In the era of advanced marketing, brand awareness is considered to be the most essential part of marketing. Every marketer almost tries to put an image of their brand at the top of their targeted customers' mind. Mostly, Organizations are prone to use different tactics, online promotional food delivery related applications for mobiles to create brand awareness. This particular study is targeted towards the research of how food delivery application leaves an impact in the market i.e. e-marketing, sales promotion, and mobile marketing are being thoroughly studied to measure how far they can go to establish brand awareness of local pizza brands which are located in the localities of Karachi. This study has hinted us to find out the most accurate and effective mean of creating brand awareness using online food delivery application and reaching out to those segments and targets which are influential towards the effective tactic in Karachi, Pakistan. Used Likert scale questionnaire to establish a survey and gathered the primary data, whereas secondary data was collected from the resources which are relevant to the topic, such as articles and research papers. The reliability test and validity of the questionnaire has also been taken into consideration, it was measured and ensured. To study about those who are particularly fond of fast food and specially pizza, it was focused to keep the age group in between 18 – 35 years, but as researches are not certain so there was a fraction of people who were above 46. Gathered data is analyzed through using analytical tools like correlation and regression using SPSS Software. All the research output shows a strong bonding in between brand awareness and online food delivery application. The final analysis was compiled through the regression analysis which showed that brand awareness was influenced and triggered by online food delivery application effectively used by the owners of the different Pizza brands. As a tool of promotional communications, an effective role was analyzed about online food delivery application in creating brand awareness of the local pizza brands in Karachi, Pakistan.

**Keywords:** *Brand Awareness, Online Food Delivery Application, Local Pizza*

## 1. INTRODUCTION

In the modern world of global business environment, the importance of efficient use of promotional activities has now become unavoidable in order to flourish. In today's world, no one has an option to avoid such a significant part of the businesses, it has a certain impact in our daily lives. Using food delivery applications is a tool which is dominantly important in aiming the consumer's attention towards a brand or a product. Means of promotional mediums include newspaper, television, radio, bill board, public relations, and direct marketing (Miller, 1993). Above given marketing tools can be further characterized into below the line, above the line and through the line categories. Above the line communications contain television, newspaper and radio as a mean to spread information about a brand, whereas below the line promotional communications uses more cost effective way to disseminate information of a product such as sales promotion, hoarding/ brochures, mobile marketing, e-marketing, word of mouth and e-dealership.

Strategies which are related to Below the line communications managed to frequently play a major role in increasing the knowledge of the consumers regarding the brand of a company. Spread of electronic media and commonness of different media has allowed investors and marketers to generate awareness among consumer regarding their brand and so far are being successful in getting the attention of the targeted consumers. They have come up with innovative ideas to promote their brand. One of the tool is Online food applications on mobile app stores. Online food delivery applications are capable of targeting any sort of customer which are in any age or income group along with a message which initiates a thinking process without the consumer's consent (Siddiqi et. al, 2014). These communications have major impact as compare to the ATL communications, where customer is provided with an incomplete information regarding any brand or product through a group of ads. (Govender, Veerasamy& Jadwat, 2011). However, many organizations practice a mix of these communications to utilize their resources in an effective manner known as IMC (Integrated marketing communication). (Duncan, 2002).

There is an increase of trend towards of organizations determining BTL (below the line) communications to market their brand. This trend has now been emerged in Pakistani markets as well, and it is expanding like a wild fire. Almost a decade ago, ATL (Above the line) communications were the only major way of marketing the brand used by small and medium enterprises as well as by the huge MNCs to formulate their message to their targeted audiences. Now, with the time and commonness of global internet portability era, number of small medium enterprises along with multi-national corporations have attracted towards Online food delivery applications as mean of conveying message and to handle personally to their trendy customers. Dozens of advertising companies, agencies and digital advertising clubs in Pakistan have kick started from scratch by providing Online food delivery applications in the recent years.

Fast food industry of Pakistan is rapidly expanding and it is modernizing significantly with a high increase of standard of living and local traditional eating routines. Pakistan hosts lots of foreign fast food brands, franchises and chains showing an increased fame with such eating life style and habits. Where as many other international renowned fast food companies and restaurants along with chains have managed to pave their way into Pakistan. They mostly being challenged by the locally established brands who came into being recently, because the increase of mobile era has led to an increase of competitors in the market on frequent basis. Local pizza brands are one of them. Not so time before, it was the time when a first foreign pizza brand entered the Pakistan's food industry and later on, we are observing a dozens of new local pizza brands forming ways in the market and it is paving their way into the huge urban cities of Pakistan. It is very interesting to see that all new market entrants are relying on the Online food delivery application of promotion which includes the shift of sole proprietorship to partnerships with online food delivery applications such as Food Panda and Eatoye.

As Every organization tries to approach a certain practice which can develop their brand's name at the top of their customer's mind. In the world of fast growing businesses, those organizations who keep themselves active and update are bound to last longer. While Above the line communications are considered as regularly or conventionally used strategies by masses, in order to flourish further, many SMEs are considering more on

below the line communications to promote their brand names and place it perfectly in the minds of targeted audiences.

In today's era and the age of competitive market brands, a huge number of brands have started considering and choosing Online food delivery applications to engage with their targeted audiences more personally. Regarded as previously as an extra add on to the advertising, Online food delivery applications has not converted into the main mean of connection to your audience (Ehsan, 2012).

Digital world of marketing is a commanding Online food delivery application platform which is cost effective, relevant, updated to the time, and investors can easily make a decision to implement and to communicate with their customers along with a motive of the brand. Digital marketing tools which is now a days Facebook mainly used as a targeting tool and find new customers among population who are fond of the introduced brand. Rest of them are Snapchat, Twitter, LinkedIn, HI5, Instagram, etc. (Tustin, 2002). Since the past decade there had been a new trend spreading waves throughout Pakistan, and it's the fast food industry, with such fierce competition among local and international players it has emerged as a multi-billion-dollar industry and with no signs of slowing down, its spreading like a wild fire. And when we investigate the root cause for this wild fire we find that demographics like age, gender, education and income level are just the tip of the iceberg. Yet despite being the second largest industry in Pakistan it is giving jobs to over 16 percent of the people, moreover the king players in here in the city of lights are fast food chains like Burger King, KFC, Pizza Hut, Subway and McDonalds etc. (Ehsan, 2012). When we talk statistically these chains have become so profitable that they not only have more potential but also are have the largest bite in different fast-food market around the world. All of this companies have same thing in common that they perform both the ATL and the BTL activities; i.e. bill board investment, internet promotion, TV and radio etc. And have attained trust over the years with their high standard, quality services and family friendly environment resulting in huge popularity and profitability across Pakistan. The youth are the best and favorable indicator as well as the local chains who constantly contributing to the economy of Pakistan by hiring and satisfying the customer's needs (Asif, Javed & Saleem, 2011).

The Fast Food Chains here are striving to position their brands into the hearts and mind of the consumer while the sole reason is maximum profitability explaining why they spend a lot on advertisement., while the local franchises usually rely on below the line promotional activities, the international ones rely on both the (BTL & ATL) strategies. These strategies are useful to reach the customers thus maintaining their market share example are KFC and McDonalds who are attracting many customers as they want to stay relevant among the consumers (Ehsan, 2012).

The youth today inclines more towards the below the line strategies as it seems more cost effective to promote a brand while the above the line strategies looks more conventional and is often used by large financially strong companies who have resources.

Karachi, the city of lights, the bride of the cities is the 6<sup>th</sup> largest city of the world and also the most culturally diversified financial hub of Pakistan. It contributes the most to the economy of Pakistan, with many international giants operating here, the catering requirements have risen tremendously as the people here are all about the food, they love to dine out with friends, dine in with families and enjoy variety of meals eventually leading to the boom in the industry countrywide (Javed, Asif & Salim, 2011).

Pizza in Karachi is not a new concept nor a new trend, it was first introduced in the market in 1993 by Pizza Hut, flash forward today it now has become one of the most popular fast food, not just in Karachi but all of Pakistan. Not only that but to fulfil the dire need for appetite the chain culture has dramatically increased, everyone has their own exquisite taste, quality and offers to rival out their competitor. Pizza Hut even after two decades are still the leading brand and the gold standard in the pizza markets despite intense competition from both the local and international players. Moreover, the king players in the Karachi Pizza market industry are California pizza stop, domino's pizza, New York pizza, Pizza hut, Pizza crust, Broadway pizza, 14<sup>th</sup> street pizza, etc.

Time leap to 2017 and now in Karachi, it is believed that there are more than 40 different pizza outlets, franchises and chains operating profitably, all out there with the single aim to capture the maximum market share, while most their outlets rely heavily on BTL activities like advertisement through flyers and billboard, word of mouth and social media, text messages and other promotional activities and campaign etc. These niche activities

are being just cost effective but leads to brand awareness and allows to communicate with their targeted consumers.

Since these activities are so good at connecting with the consumers it now has become a regular mean, at first these activities were regarded as an add-on to mass media advertisement but now brands have started to utilize them as they see potential (Tustin, 2002).

In the era of competitive world, organizations try their best to approach their customers with an innovative and cost effective manner. A thorough study on this matter will explore and find the impacts of Online food delivery applications inclining towards creation of brand awareness and image creation of the local Pizza brands who are dominantly located in Karachi as compare to other parts of Pakistan. It will also come up with how much it is feasible to use online food delivery application to target the audiences who are fond of pizza.

## **2. LITERATURE REVIEW**

### **2.1 Mobile Applications**

Mobile applications and increased reality Mobile technology is defined as technology independent of time and space, able to connect wirelessly to internet networks and to communicate with others (Kim et al, 2004). Today, when it comes to mobile technologies, subsystems such as mobile devices, mobile operating systems and mobile applications are also conceivable. Mobile applications, a mobile technology, are software developed for today's widely used devices such as smartphones and tablets (Birant et al., 2014). Mobile applications are programs intended for one purpose, built on different structures and programmed to work on a mobile device. There are no specific standards in the process of programming mobile applications. These standards are not widespread, although many mobile technology manufacturers have found basic standards that they implement on their devices. However, today's mobile apps need to be made compatible with at least one of the commonly used iOS, Android or Windows Phone mobile operating systems (Birant et al., 2014).

Mobile applications are also produced according to the people who will use these applications, such as mobile devices (Namli, 2010). Because mobile applications can be produced in different ways according to the cultures, usage habits and usage purposes of users, there can be more than one mobile application produced for the same purpose. Increased reality technology, which has been available for years on a computer basis, has also been used in these devices with different applications developed for mobile devices in the recent period. Mobile enhanced reality apps are mobile apps that enable the creation of enhanced reality via a mobile device and use the location, image, or marker icon for it. As the mobile enhanced reality applications will be examined in this study, it will be useful to focus on the concept of increased reality first. Increased real-world technology emerged

in the 1970s when Ivan Sutherland and his students began working on computer graphics at Harvard and Utah universities in the 1970s. While officially available for the first time in the United States Air Force and NASA, this technology became widespread after the 1990s, reaching wider mass (Feiner, 2002).

Increased reality technology is the environment in which people interact with virtual objects placed on the real world environment through various applications. According to Milgram and Kishino's (1994) classification, reality is the result of virtual objects included in the real world environment. According to Azuma (1997), enhanced reality is a derivative of virtual reality, not the reality that is created from scratch, but virtual environments in which the existing reality is supported. Virtual and real objects are combined in enhanced reality environments in harmony with the users. In other words, the increased reality is a virtual reality application in which users interact with virtual objects while interacting with the real world (Zhu, Owen, Li and Lee, 2004) without causing the real world to be affected. It is the creation of an interactive environment between the virtual world and the real world that can accommodate the characteristics of both environments. Increased real-world technology is used to create this interactive environment (Bronack et al., 2008). In a more general sense, enhanced reality can be defined as the enrichment of the real world environment with virtual objects during the visualization process with various technological tools.

In the recent past years we have seen people signing up for the mobile internet every month, and most probably it is almost around 1 million per month, which is just a tip of the iceberg.

There is 35.1 million number of internet users in South Asia, which represents the total population of 18% out of 194 million. There is a big opportunity to bring those offline users who are not connected and bring a huge difference among the masses.

As we can see that the total number people who live in Australia is 23.1 million. Malaysia and Singapore contains 30 million and 5.4 million people by the land of Singapore.

If we see in terms of population stand. Pakistan's population is dense and stands just behind Asian countries like Indonesia, China and India at fourth place (Hussain, 2017).



Figure 2. 1: Country’s Key Digital Statistical Indicators

All the data was collected and put together was by the different agencies who are associated with marketing like Hootsuite, we are social. According to their data representation, internet user population swelled by 20% in 2016. Active social media population grew by 35%. The global average stood at 10 percent for increase in internet users and 21 percent in social media profiles (Hussain, 2017).

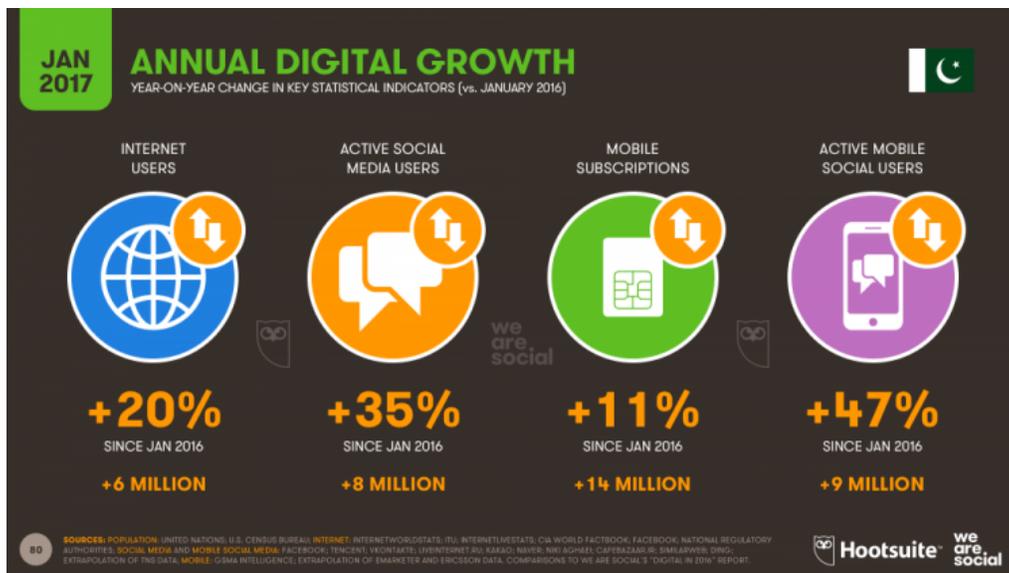
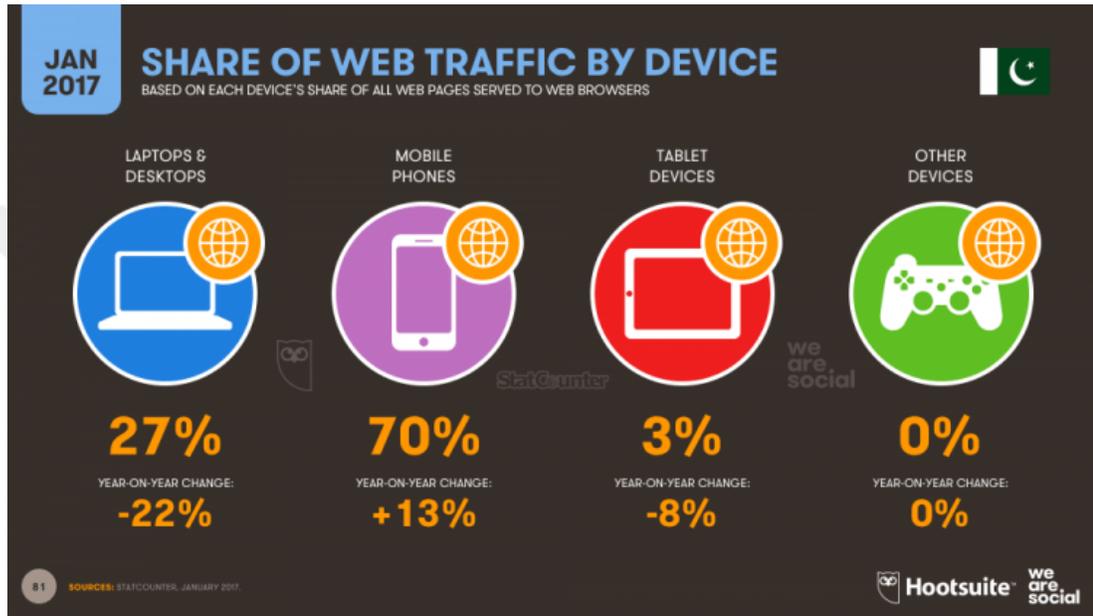


Figure 2. 2: Annual Digital Growth

Just like other emerging and developing markets, Pakistan is considered to be the major market and the over whelming user are the mobile web based users. According to the data collected newly shows that the 70% action is accounted on mobile phones. Total of 13% increase has been seen from the last year. Pc users are at 27 percent after declining by 22% in the year 2015.



**Figure 2. 3:** Share of Web Traffic By Device

According to some experts, it was considered that the Pakistan’s mobile market is estimated at 840 million dollars. But this is only from those channels which are legal and accounted for them only. Other sources are through grey market which has got high end phones. Obsession of the high end phones is not going to die soon (Hussain, 2017).

## 2.2 Online Food Delivery Applications

Online food delivery applications have now begun to play a very vital role in acquiring the customer’s attention. In the recent era, mass spread of internet and electronic media has taken over the marketers to enhance the Online food delivery applications in order to seek attention of the customers towards their brand. Online food delivery applications have got the ability to target the customers in an effective manner with a specific message (Siddiqi et. Al, 2014). As compare to the ATL, it has a very significant value, where a

potential consumer is bombarded by the mixed irrelevant information through the electronic media (Govender, Veerasamy & Jadwat, 2011).

Out of several communications, sales promotion is one of the important and vital communications which comes under 'Below the line' technique. "It is comprised as a mixture of different marketing activities designed to assist the strength of the marketing sales team, influence vendors to pile up the stock and trade the company's products and services and influence customers to buy the particular product or services in specially offered time frame to avail incentives" (Alam & Faruqui, 2009). Sales promotions have been utilized as an effective measure to soar the number of sales and uplift the brand, importance of sales promotions have dominantly increased enormously over the decades. It has got a vital role in achieving the given objectives by the organization.

It is important to realize the short and long term goals of sales promotion. In order to respond the arch rival organizations' promotional strategies, short term sales communications have been used. In the prospect of future sales communications, Long term marketing strategies is used in order to increase the total percentage of market share (Mondal & Samantaray, 2014). Retailers use pricing marketing promotions as an effective tool to attract customers, alternative pricing tool targets the customers with a different perspective of choice among other products and services to make a decision. According to the recommendations of researchers, communications affects short-term sales. (Mela, Gupta & Lehman, 1997). Number of researches concludes that marketing promotional practices tends to change the received perception of a brand. (Alvarez & Rodolfo, 2005). The revolutionized change in the sector of media and the transformation of communicating information developments have significantly transformed the marketing arena. One of the important and vital role is being played by the E-marketing promotional activities for promoting the brand and its products and services in the electronic media. In today's world most of the youth is busy in accessing their smart phones, tablets, laptops and other devices for their required and desired websites to share the information among others which paved an easy access for others to follow as well. Social media is being considered as a vital mean of communication which comprises on social networks where people can easily share their information among their peers. Example of social media can be Facebook, Twitter, LinkedIn etc.

On the wide platform of social media, a customer may revile its opinion about the facilities they acquire (Heinrichs et al., 2011). Social media is a platform where all the marketers can understand the needs of their customers which allows them to post their opinions and have them treated the way they want according to their desires. Usage of social media has provided one more P to the existing 4P's of marketing which is known as Participation (Li & Darban, 2012). The communication process is being changed by the social media platforms towards the targeted customers due to innovative ideas. Worth of any product or service is established through the means of communication in between customers and marketers via social media (Peterson & Merino, 2003).

Increase in usage of mobile phones and other devices has established a fair gateway for practicing marketing activities. An increase in the usage of SMS is becoming popular among marketers due to real potential as a medium to interact with their customers. In the same way, it is ultimately a cost effective method to advertise the product, services or brand (Tsang, Ho & Liang, 2004). Customers carry a mixed approach towards the mobile marketing ads. Whereas some has shown faith in it, and declared helpful, others see it as disturbing. These customers claim that advertising on messaging services creates disturbance and annoyance in their routine life (Jun & Lee, 2007).

An online dealership/Online dealer can be designated as a partnership. A business constructs and establishes where it is authorized to sell or forwards the operations of goods and services in a particular area. There are a lot of SMEs (Small medium enterprises) which depends on these tools to bring up their sales (Amihud & Mendelson, 1980). As we talk about fast food industry, businesses like FoodPanda holds a dominating position in establishing the brand image and awareness along with increase in sales. Implication of different communications and discount offers are usually being effectively used by these online dealers which generates the inflow of new customers. They have adopted a commission based business model which drives them to increase the sales and acquire new customers for their business partners (Khan, 2015).

### **2.3 Effect of Online Food Delivery Application On Brand Awareness**

Essential way of surviving in this dynamically vast competitive and comprehensive market is to approach your targeted customers, attain them and gratify them with satisfaction of goodwill (Dengra, Malhotra, & Kalra, n.d). There are numerous ways to influence your potential customers and communications can also be described as Above-The-Line, Below-The-Line or a combination of together which is called IMC (Integrated Marketing Communication). A potential organization should see two things. Message from the organization should be clear cut and must be able to attract the targeted audience and the second most important thing is to use a cost saving channel. These prerequisites of providing satisfaction can be achieved through the Online food delivery applications (Carter, 2003).

A thorough study has come up with an output that Online food delivery applications contains an influential power towards generating brand awareness of a particular manufactured goods or service. These online food delivery applications help to preserve and to improve the equity of the brand and sales (Siddiqi et. Al., 2014).

There is a small number of studies that are done on a daily basis on the order of online food, and the online food ordering systems are not mentioned much in these studies. Kimes (2011a) reviewed the opinions of restaurant operators about online ordering and at the same time (2011b) examined consumers' online food ordering behaviors. According to a study conducted by Alagöz and Hekimoğlu (2012) among university students on the online ordering system in the food sector, the students' attitudes towards online food ordering are based on the ease of the online food ordering process, its usefulness, its innovativeness in terms of information technology.

To understand the reasons for the use of online food ordering systems, research has been conducted on online consumer behavior and online purchase intentions. In the study of Constantinides (2004) on the factors affecting online consumer behavior and web experience, we compose the factors that constitute the basic stones of the web experiences that are collected from 48 academic articles under three main headings: functional factors (usability and interaction), psychological factors (trust) and marketing mix). Chen et al. (2010) investigated the factors affecting the intention to purchase online and examined these factors as technological factors, shopping factors and product factors. Each of these

factors is important for e-businesses to attract and attract customers. Chen et al. The technology factors in the (2010) classification are the quality of the internet site that enables online transactions; shopping factors, individual characteristics associated with the shopping experience, and internet site features; product factors include the assessment of perceived quality of products and services for sale. Factors that fall under the three categories mentioned are indicated in Annex-1.

The studies conducted on e-mediators have been examined in order to understand the reasons for the users who intend to purchase online, to understand the reasons for going to the e-tool sites. The development of various intermediaries from the Internet has been combined with new business opportunities. According to Muylle and Basu (2008), the emergence of new e-agents has affected the way companies do business by increasing access to customers, expanding existing production options and reducing transaction costs for all participants. In the OECD 2010 report, the duties of the intermediaries are to provide infrastructure, to collect, organize and evaluate scattered information, to provide social communication and information exchange, to meet supply and demand, to fulfill market processes, to provide trust, to take into account the needs of buyers and sellers or users and customers. Different types of internet agents have been developed to fulfill these tasks over the internet and they include access and storage providers, marketplace exchanges, trading, demand collection systems, virtual marketplaces, search engines, advertising networks, networking partners, news providers or social networks (OECD, 2010: 15).

The roles of agents have been examined in the literature by various authors (Anderson, Anderson, 2002, Sarkar et al 1998, Giaglis et al., 2002). Sarkar et al. (1998) investigated and evaluated the roles of cyber agents, assessing needs and product matching, distributing product information, influencing purchasing, obtaining customer information, integrating customer and producer needs, transaction scale economics, customer risk management, distribution. Anderson and Anderson (2002) divided the roles of cyber mediators into groups as bringing together, fulfilling the desires and problem solving.

Hong and Cho (2011) compared the trust of e-brokers and the trust of sellers in their work. E-broker trust means trust, which includes efforts to ensure that agents are able to provide guarantees, regulations, safety nets, and other things effectively. Similarly, the main task

of the intermediaries' marketplace is to persuade customers to buy from an unknown dealer without risk. This assurance role can be realized in two ways, by ensuring that consumers are protected by institutional mechanisms such as guarantees provided by another company, or by creating a trusted brand name (Barnes & Hinton, 2007) in an aggressive marketing program. For example, Amazon and eBay marketplaces are more reliable than those unknown. So the safer the online marketplace is, the more reliable it seems to be. On the other hand, vendor trust is linked to the belief that the vendor community in the e-marketplace is honest, robust and reliable. Verhagen et al. (2006) states that trust in sellers is also influenced by trust that is mediated.

There are many variables involved in customers' online food purchases. These; demographic characteristics, sociodemographic characteristics (Verbeke and Lopez, 2005), motivations of individuals and their attitudes towards online food orders (McCarthy and Henson, 2005), religious experiences (Herndon, 2008: (Grunert, 2006, Lin 2002). Many small and medium-sized food businesses want to classify their customers according to the foods they buy online and to recognize customer characteristics. Some of the studies on the order of online cooking revealed the behavior of customers in food consumption (Shim et al., 2001; Ryan et al., 2004; Hansen, 2004; Alagöz and Hekimoglu, 2004; 2010; Lam et al., 2007; Liang and Lim, 2011).

Ryan et al. (2004), investigating customer food purchases, conducted a study of over 1000 customers to determine the relationship between customer-related lifestyle and socio-demographic characteristics, and ultimately collected customer-related lifestyles in six categories. These categories are; 1: Consumers who are ready to eat, 2: Consumers who keep food, 3: Consumers who are not overly concerned, 4: Consumers who are exuberant, 5: Consumers who are moderate, 6: Consumers who are adventurers. In addition, a study was conducted by Wycherley et al. (2008) investigating the relationship between the categories of the researches Ryan et al. (2004) and consumers' characteristics, behavioral attitudes and preferences for online special meals. it is important that you choose to eat is reached as a result.

Shim et al. (2001) collected online food purchasing behavior in three categories, based on the Planned Behavior Theory (PDT), which Fischbein and Ajzen (1975) introduced. 1. si meal is purchased but not vital, it only makes communication easier for people. Cognitive

or subjective norms in customer behavior are important here (Hansen et al., 2004). The second is the perceived behavioral control of customers in online shopping, which is the customer's required resources and skills, and the third is behavioral attitudes or beliefs (Shim et al., 2001).

Liang and Lim (2011) conducted 569 licensed students studying customer behaviors in purchasing private meals over the internet. In the study, the theory of planned behavior and the life-related catering features of the customers revealing the online special food purchasing behavior were combined. As a result, they found that customers were positively against buying online food. In the study, demographic characteristics, attitudes in buying private food, subjective norm, perceived behavioral control, and behavioral intention were found to be important factors in ordering online special food orders.

It is possible to find out the positive effect of customer intentions on buying online food (Conner and Abraham, 2001; Taylor and Todd, 1995). For example, Hansen et al. (2004) found that perceived behavioral control, the subjective norm, and the positive effect of customer intentions in purchasing online food are significant. Similarly, Lam et al. (2007) demonstrated a positive relationship between subjective norms and behavioral intentions. Moreover, in the study, online catering clients were divided into three categories as traditionalists, adventurers and health-conscious customers.

Online food consumers can have different views on food choices and demographics (Liang, Lim, 2011). Peres-Cueto et al. (2010) conducted a survey of 2437 respondents in 5 European cities. has examined the relationship between customers' weight and eating habits in order to assess their respective lifestyles. Hoek et al. (2004) investigated the customers' socio-demographic characteristics and the vegetarian, non-vegetarian, meatless and meat-consuming customers with regards to the way they eat. As a result, sociodemographic characteristics have shown that demographic characteristics of vegetarians and non-meat consumers are similar.

### **2.3.1 Brand Information**

The concept of brand information consists of two basic elements: brand awareness and brand image (Yüksel and Mermod, 2005). Brand awareness and image encompass three variables: reputation, brand power, and value, which enable brand value to be measured. The brand-name concept is the added value of a strong brand name and the positive impressions that the symbol creates in the consumer's mind, adding to the product and consumption. The value is to bring the value of the product and the operator's market to a value that is more valuable than the assets of the operator because of the positive accents. (Alkibay, 2002).

The concept of brand value can be approached from different angles. Especially in terms of consumer perception, the mind is concerned with the result of the valuation of a mark in the minds. The consumer is experiencing an emotional satisfaction with the brand and provides the differentiation of this satisfactory brand (Dereli and Baykasoğlu, 2007).

In terms of marketing, the value of a mark is the different thoughts of a brand that a consumer generates as a result of marketing activities according to another brand (Vazquez et al., 2002: 961). Different studies on brand valuation can be measured by brand awareness, brand associations, and brand loyalty (Keller, 1993).

The importance of brand value is due to consumers being ready to pay more for branded products than other products. In this case, businesses will manage their branding decisions by looking at their income (current and future revenue stream). Models related to this are also being established (Höfer, 2007).

The characteristic feature of a successful brand is the ability to add additional value to the product that meets functional needs, meeting various psychological needs (Crimmins, 1992).

The resulting value is tangible according to some views, according to some views (Park et al., 1989). The fundamental reason for being perceived as abstract is that the consumer does not have different reactions in memory. The description of the abstract elements can be made with five senses. Distinctive and sensual sensory brands have more chance of success than others. It is also seen that the sensory experience of brands plays a decisive role in creating brand loyalty (Lindstrom, 2005).

Brand value refers to the culture that the brand creates. The objectives and responsibilities of businesses are to provide an interaction that will bring about this culture (Pringle and Gordon, 2001). In this respect, increasing the value of a successful brand depends on being consumer-focused, establishing an emotional bond between the brand and the consumer, recognizing the brand as simple and quickly perceptible, recognizing it as a holding brand, and repetition of the message given to the consumer. It is important to manage the mentioned elements in brand knowledge.

The characteristic feature of a successful brand is that it adds additional value to the product that meets functional needs that meet a variety of psychological needs. The consumer is aware of the brands that add these values. On the other hand, it is necessary to investigate the relationship between perceived and expected quality in brand knowledge and brand image. The choice of brand name in brand management, the symbolization and institutionalization of brands, the quality-enhancing activities that customers perceive. It is especially necessary to emphasize consciousness and perceived quality here. (Sloot, 2008).

There are factors that characterize the expected and perceived elements of the brand, and in particular of the quality, based on the image the consumer creates in the mind of a brand. Perceived quality is a process that is actually happening to the consumer. The information stored in the transactional consumer mind is organized by logical internal links and sorted hierarchically (Franzen, 1999).

Marketing communication is attracting attention. It is said that these factors, which we call brand awareness, positive brand perception and brand extension, are the sales and therefore the effects of turnover in the enterprises (Ar, 2004). Consumers' expectations are evaluated as having a separate prescription in brand image studies, which is defined as consumers' beliefs about the brand.

### **2.3.2 Brand Awareness**

When we are talking about the brand awareness we are talking about the ability of a consumer who can recall or recognize a brand just by hearing the name (Aaker, 1996). Brand recognition is when a consumer can recognize the brand whenever he hears a hint

while brand recall specifies the ability of consumer to memorize through its name (Kapoor & Si, 2014).

The great thing about brand awareness is the sense of knowledge it's give the consumer, but leads to trust and eventually them purchasing from them over other buyers. So, the brand which is easily remembered indicates higher recognition. Whereas the range of brand awareness lies on the essence of the label and its product awareness in the customers' mind which lead to consumer deciding to purchase from a familiar brand (Kapoor& Si, 2014).

The basic recognition of the brand can be achieved by creating awareness. For this reason, it is only possible for the brand to come to fruition but to be recognized by consumers. Awareness refers to the effect that brand creates on the consumer's mind (Aaker, 1996). Brand awareness, according to another definition, consists of a collection of good or bad information about a certain brand of a person (Valkenburg and Buijen, 2005).

Brand awareness is where the consumer gets his memory in comparison with the brand's competitors. Brand awareness plays an important role in the consumer's purchasing process. It has been proved through researches that the brands engraved on the consumer memory are preferred more intensively by the consumers in the purchasing process.

According to Keller, brand awareness plays an important role in consumer decisions with three advantages. These are the advantages of thinking, consideration and selection (Keller, 2003).

### **2.3.3 Brand Recognition**

Brand recognition emphasizes a tradition that has formed against the brand in the past. Brand recognition can be explained by the fact that the brand is in the consumer mind or has enough information to categorize the consumer in the branded mind (Macinnis, 1999). Recognition in this context ensures that the mark is separated and evaluated from other brands within the product category. Being the first brand to come to mind is a very important situation for businesses. Consumers at this level are fully aware of the brand. Being the brand that comes to mind first in that product category means being the most aware brand in that category.

### **2.3.4 Brand Domination**

The highest level of awareness, is the level of "Brand domination", where only a single brand is uttered when consumers are asked for brand names of a particular product class (Aaker, 1996).

### **2.3.5 Brand Equity**

This theory was developed in the 1990's so its relevantly new, it shows how the assets/liabilities related to brand which increases/decreases the essence of your materials and services all depending on the consumers' perception. It's an important idea in the field of marketing which has gained much scrutiny, the best thing about this theory is the diverse views incorporated to assess the concept. Like there are two viewpoints on this matter, the consumer one values the brand equity on the individual self's level while the financials look at the level of the importance it has to the organization (Aaker, 1996).

Chaudhuri and Holbrook (2001) narrates that the brand awareness, the recognized quality and the loyalty are all very important to sustain brand equity. It also evaluates loyalties, measurements and attachments the consumer has about the brand. The brand loyalty is the affection the consumer has about the brand and it is linked the to the brand association which is something that is related to loyalty with the chosen brand (Aaker, 1996).

### **2.3.6 Perceived Quality**

This term refers to the customer who trust the brand so much that he is ready to pay higher price for his choice of brand. It is significant because of numerous factors has it gives enough reason to the consumer to buy that particular product which encourages the labels to charge for premium services with premium prices which permits an organization to offer new branded products. (Zeithaml, 1998), narrates that It can also be defined as the consumer awareness relating to the product or service level and its quality while Szymanski and Henard (2001), narrates that if one wants to feels satisfied it is though perceived quality. So basically, it gives satisfaction to the customers and gets them the ability to distinguish the brands between others which lies in the minds of the consumers (Laroche, Habibi & Richard, 2013).

### **2.3.7 Brand Recall**

Brand recall can be prompted as the reminder which is provoked by hearing the name of the brand and it totally defers from brand recognition which can only mean that the customer should firsthand know the brand and attain a certain experience which could be remembered via his/her mind. If memory recognizes the brand, then it is recalled when the customer is making a decision. It is also claim that brand awareness is and can be tapped and trialed through recall, which certainly means consumer can know and recognize the product without any reminder (Grazer & Kessling, 2011).

Grazer and Kessling (2011) also acknowledged that when a marketer triggers some memory related to the brand recall. So, it an old technique with which the advertiser become closely linked with the customers, where they can easily recall the brand.

In order to be able to say that a brand is remembered, it is necessary for the consumer of that brand to come to mind when the product class to which he belongs is to be remembered (Aaker, 1996). This is an advantage for brands that are remembered, when the consumer does not care about the choice, and when several names belong to brand groups in the front memory.

The image of a brand is the most fundamental foundation of the modest advantage and is therefore a very respected strategic asset. Unluckily, many companies are not adapting to give them strong and clear messages that can separate them from their competitors. The biggest challenge for all Marks is to prevent negative image traps for a brand and create a broad brand vision instead. In reality, a firm should not regard branding as a service only for a product, but as a whole, the brand image must define the philosophy of the firm. A brand desires more than distinctiveness, more than a brand requires a personality. Marking is one of the most key factors affecting accomplishment or failure in the market, and the company behind the brand has a significant influence on the consumer regarding the brand's perception of the mark.

### **2.3.8 Brand Loyalty**

Brand loyalty is one of the imperative concepts in marketing to observe. Brand loyalty is one of the important factors determining the market share of the company. Market share

is an important asset for companies. New entrants to the bazaar encounter the entrance barbecue because they will cause the market to lose market share in the market (Faria, 2003).

When a label builds on a long-lasting relationship with the consumer after persistent purchases it is called brand loyalty. It signifies that a specifies that only a specific brand can come across the need of the customer. Needsudhuri and Holbrook (2001) demarcated brand loyalty as promising implication of the customer with brand, which fallouts in acquiring of that brand amongst other brands. To gain brand loyalty itself is an obstacle as it shows how loyal a customer is, it allows an organization to offer premium products with premium prices and gives you a distinctive advantage over other competitors and it is the significant element of brand equity. With brand loyalty a label can easily assess its own strength and weaknesses by analyzing their competitor's brand solely based on their customer selections, it also gives you a positive feedback which indicates costumer's persistence in using your product overtimes. It also shows attitude factors which reflects psychological commitment to any brand. Moreover, behavioral shows repurchasing behaviors of the consumer (Chaudhuri & Holbrook, 2001).

The concept of brand loyalty can be classified as mental loyalty to behavioral loyalty or dynamic loyalty to static loyalty (a.c.). In other words, brand loyalty can be expressed as the consumer purchasing model that is directly connected to the latest brand-purchase (Wernerfelt, 1991). Two types of brand loyalty are defined The second is price-based brand loyalty (Wernerfelt, 1991). Apparent brand loyalty can arise when brand benefits do not create temporary loyalty but consumers are slow in recognizing the most attractive values of the brand. Behaviors include cost and personal beliefs and habits (Faria, 2003). Price-based brand loyalty occurs when brand benefits create a positive temporary commitment (Faria, 2003).

It is important to identify the three directions of purchasing behavior as empiric that connect a brand from one previous purchase to the next. These are called structural state attachment, habit perception, unexpected disjoint-heterogeneity (Roy et al., 1996). Constraint state affects the past experiences that can be observed by the mark through the available option possibilities. Habit perception can be called the effect of preferential trends for selecting a brand over the current selection probabilities (Heckman, 1981).

unobservable heterogeneity can now refer to individual variations in purchasing behavior that cannot be explained by observable experiences and habits.

It is the way in which our consumption in the past affects our consumption. In the economy, our past consumption is caught up with the idea of creating a habit of influencing our current consumption (Faria, 2003).

This hypothesis was developed by Duesenberry (1949), although it was shaped by Smith and Marshall. According to Duesenberry (1949), families want to sacrifice money to sacrifice their standard of living. As a consequence of a recent decline, consumption will not fall in proportion to the one-way price increase.

The concept of brand loyalty can be defined as the power of the consumer's belief in the brand. Information about the brand plays a fundamental role in shaping consumers' preferences between products and brands. The most fundamental characteristic of a strong brand is its ability to create a loyal consumer. Strategically, a brand that has developed brand loyalty in its own product category may also block the introduction of new products (Uztuğ, 2002).

Brand loyalty has been proclaimed by some as the most important goal of marketing (Reichheld and Saser, 1990). Brand loyalty on the market involves consumer involvement in re-purchasing a brand, and can be represented by positive behaviors such as repetitive purchases or referrals to purchase or service a product (Dick and Basu, 1994). Brand loyalty is far beyond a simple repetitive purchasing behavior. Consumers may receive branding alternatives due to lack of, situational quantities or lack of confidence. This kind of brand loyalty is called "spurious loyalty." The true brand loyalty can arise when consumers are in a high attitude to turn into repetitive purchases (Dick and Basu, 1994). Consumers can spend more on branding, Brand loyalty is a very important asset for a company, which also brings together entrepreneurs who are willing to take along new customers to the company (Reichheld and Saser, 1993).

### **2.3.9 Development of Brand Loyalty Concept**

Civilizations that have lived for hundreds of years have traded for the first time in order to be able to continue their lives, using money in the ongoing periods. The development of trade has made the world a big market and severe competition conditions have arisen

in this market. Increasing competition conditions have also led firms to develop and develop various marketing techniques and strategies. Concepts such as branding and brand loyalty are the marketing strategies developed by those who want to lose share in the market or buy a share of the cake.

The phenomenon of brand loyalty, called brand insistence, was first introduced by Copeland (Copeland, 1923).

Brown (1952) and Cunnigham (1956) analyzed the summary criteria of brand acquisition models and found that consumers had consistency in the criteria for purchasing brands of different products and concluded that they showed strong brand loyalty. Other studies have investigated how brand loyalty is related to relevant changes. (Tucker, 1964), product categories (Farely, 1964), quality (McConnel, 1968; Shapiro, 1970), risk-reduction behavior (Clannigham, 1961; Carman, 1969; (Carman, 1969; Kuehn, 1962), the characteristics of consumer samples (Sheth, Venkantesan, 1969), consumer characteristics (Cunnigham 1956, Guest 1964, Coulson 1966, Frank 1967; Carman 1969; Newman, Werbel 1973) and shopping samples.

Engel's trademark loyalties were extensively documented until 1967 and noted many problems. This research has revealed the absence of a conceptual skeleton to consider brand loyalty. (Lau; Lee1999) Day (1969) has proposed to consider brand loyalty as a recurring purchase promoted by strong internal creation. In spite of Jacoby and Kyner's (1973) debate on the business dimension of brand loyalty and the ability to speak on the brand in advance, a brand-focused attitude cannot provide a fundamental focus on the dynamics of brand loyalty.

The prominence in the marketing literature of brand loyalty has been noticed for the last thirty years (Howard, Sheth, 1969).

In reality this is a fundamental consumer behavior pattern. While some consumers follow the purchase decision processes, others may skip buying without knowing the problem (Datta, 2003). Although many authors describe brand loyalty as purchasing queues, Brown (1952) defines brand loyalty as five purchases for the same brand. Brand loyalty is defined as three successive purchasing behaviors (Tucker, 1964: 32-35). For new brands, brand loyalty is defined as four consecutive purchases (Lawrence, 1969).

However, Blattberg and Sen have preferred to use procurement rates instead of using the tail method to determine loyalty in national and private label brands (Blattberg, Sen, 1976). Having queue purchases to determine the loyalty of the consumers to the mark may be an error (Datta, 2003). Repetitive purchasing behavior against a brand may not represent an engagement (Asseal, 1998). In fact, repetitive purchasing behavior can occur in monopolistic situations with little choice (Data, 2003).

The studies in the current literature have revealed various factors that affect brand loyalty. These include the level of interest and risk, level of satisfaction, product performance, prices, sales promotions, demographic characteristics of brand names, ethnic relationship habits and brand use history (Datta, 2003). The degree of personal interest in a product or service is generally defined as an interest-relationship (Sheth, Mittal, Newman, 1999). My high interest can turn into a broad knowledge search and, if the customer is satisfied, repeat purchases and eventually brand loyalty.

However, interest can affect something and brand awareness can eventually turn into brand habits (Beatty, Kahle, Homer, 1988).

Repeated purchases, when consumers are in close contact with the brand, may show that these alternative brand researches have fallen (Sciffan, Kanuk, 1997). For this reason, the level of brand loyalty can be determined by the fact that buyers have the costs of searching for satisfaction and brand change (Datta, 2003). In the competitive business environment of the near past, it is difficult to tie consumers to a brand or product because of the proliferation of alternatives that brands can choose and the many reasons why consumers are loyal. Brands need to have the right methods to anticipate and measure brand loyalty so they can fight against infidelity. Since brand loyalty is defined and applied differently by scientists, it is not possible to determine an objective and general measurement method. Various definitions and practices of various aspects of brand loyalty have been influenced by behavioral and attitudinal loyalty (Ha, 1998).

If brand loyalty was being managed rather than just measured; instead of focusing on the behavioral aspects of brand loyalty, detailed descriptions of mental activities could be prepared (Jacoby, Chesnut, 1978). Past studies on brand loyalty; (Jacoby, Chesnut, 1978), by investigating repetitive purchases. The mental aspect of brand loyalty helps to

anticipate what kind of purchasing behavior will arise in the face of a definite mental response.

It is appropriate to distinguish between the conceptual definitions of brand loyalty referred to as abstract definitions of phenomenology and the operational definitions of measurement methods (Jacoby and Chesnut (1978).

### **2.3.10 Consumer Loyalty**

It is one of the most important points in strategic marketing planning. (Kotler, 1984) and provides an important basis for developing sustainable competitive advantage for businesses (Dick and Basu, 1994). Academic research on loyalty has focused on measurement concepts (Kahn, 1986) and loyalty has been associated with a segment of consumer characteristics in a segment (Frank, 1967). Some studies have found that the descendant is the father of brand loyalty (Miller, 1975; Moore-Shay and Lutz, 1988).

For example, mothers and daughters are able to show buying and buying behaviors of similar shopping preferences (Moore-Shay, Lutz, 1988).

Many studies on brand loyalty have attempted to measure the behavioral aspects of brand loyalty without considering the mental aspects of brand loyalty. In this way the brand is loyalty, the behavioral aspect of repetitive purchases has been measured without regard to the mental aspect of brand loyalty (Ha, 2003).

### **2.3.11 The Philosophical Definition of Brand Loyalty**

Brand loyalty is not only a one-dimensional concept but also a complex and multidimensional concept. Brand loyalty is defined as a willing attitude towards a particular brand and an intention to buy it permanently (Wilkie, 1994). Nevertheless, simple definitions like these are extremely simple and inadequate to understand brand loyalty in terms of consumer behavior. This definition sees consumers as loyal to the brand when both attitude and behavior are willing. However, this type of definition is insufficient to explain the intensity of the brand loyalty, since it ignores the possibility of repeated purchases, even though the consumer is reluctant to do so. In such cases brand loyalty remains shallow and superficial. But Ideological Definition It is important to be

able to determine accepted measurement methods. Without them, specific brand loyalty measures cannot be assessed and meaningful or meaningless outcomes cannot be distinguished (Mellens, Dekimpe, Steenkamp, 1996).

The most carefully thought out definitions of brand loyalty were made by Jacoby and Chesnut (1978). According to this definition brand loyalty; among many brands, is a biased behavioral response and psychological process that can be expressed over time by some decision-making units.

### **2.3.12 Sided Behavioral Response**

First of all, brand loyalty is a biased response. In this case it indicates the flexibility of purchasing this brand or brand group (a.eu). Another change; a process is a process selected by the consumers with certain possibilities independent of the consumer's previous purchasing decisions. The order process does not take place in the brand name loyalty (Mellens, Dekimpe, Steenkamp, 1996).

### **2.3.13 Displayed Over Time**

Accidental prejudices against a brand do not guarantee brand loyalty. As long as the process is dynamic, a certain amount of time is needed. In this case, it is important not only how many times a specific mark is purchased but also how much is taken in a certain period. We can distinguish completely from behaviors without brand loyalty and behaviors without brand loyalty. If we consider the purchase order of brand A and brand B; Brown (1952) shows brand loyalty; It divided the classes into two categories: dark loyalty (AAAA), split loyalty (ABABABAB) and unstable loyalty (AAABBB) against the A brand. This seems to be more blurred under unstable and fragmented adherence to the brand (Mellens, Dekimpe, Steenkamp, 1996).

### **2.3.14 Brand Personality**

According to the researchers, brand personality contains all the related components of brand image. (Plummer 1985, Keller 1993, Aaker 1997). A brand is developed by extracting the several traits out of human psychology which has a key role to bridge the

communication gap (Sirgy 1982, Aaker 1997). A brand name is a prosecutor to the brand personality. (Batra et al. 1993, Yorkston et al. 2010). A number of researchers accepts the importance of product traits and its association with the brand personality.

### **2.3.15 Brand Attitude**

Brand attitude has been designated largely with the consumer behavior for examining the outcomes. (Berger and Mitchell 1989). Further detailed research suggested that the positive brand image develops a positive attitude towards it (e.g., Aaker 1991). Whereas these foundations have influenced on brand equity. Empirical findings are not so conclusive (Keller 1993).

### **2.3.16 CSM Programs and Brand Equity**

Usually the goal of a company is to establish a firm brand name among customers' mind, strong brand names results into the firm grip over branding. To understand more clearing, branding models have come up with different strategies to build viewpoints (Aaker and Joachimsthaler 2000; Farquhar). Theoretically all the approaches towards the brand equity identifies the effects of knowledge a customer carry and how it determines the future implementations for the change in customer's behavior. For example, Keller (1998, 2001) has come up with the customer based brand equity supposedly as the differential result that carrying brand knowledge has a different response over the marketing activities which are currently going on. CSM programs eventually leads to the awareness of a particular brand and carries enhanced link to the customer's consumption and buying pattern.

### **2.3.17 Enhancing Brand Image**

One of the important step to create brand equity is to enhance the brand image, but sometimes it is not seen as an effective way of considering the enhancement. Most of the customers in different situations the real meaning of the brand also comes into role (Fournier 1998; Zaltman and Higie 1995). Enhancing a brand name also comes up with the need of creating the brand meaning also and what brand is all about should stay in the customer's mind. Several types of associations helped to stay focused in the minds of

customers and imagery related considerations has broadly established a link in creating the brand awareness. In a sense of creating brand awareness, it is essential to have association of brand name with the favorable, ideal and unique characterization of that particular brand (Keller 1993).

### **2.3.18 User Profile of the Customer**

While creating brand awareness through Online food delivery application, brand imagery also plays a vital role to establish a connection for the users of the particular brand which we are talking about. The imagery might help to evolve the customer's mind to inspire and idealize the brand image. Descriptive demographics of the consumers also has a set of roles to develop a consensus (Aaker 1997, 1999).

### **2.3.19 Operationalizing Brand Equity**

Researchers have come up with the attempt to measure several conceptualizations of brand awareness. Simon and Sullivan (1993) have trail tested "Macro and Micro" brand based equity structural models. When Online food delivery applications were tested on brand awareness, there was a little guidance was created for the researchers and marketers to create customer based brand awareness. Mahajan, Rao and Srivastava (1991) came up with the measurement of the brand equity with the basis of customers based perspective. These researchers have made easy for us to understand the impact of consumer trust on the brand awareness.

### **2.3.20 Brand Awareness Through Neuromarketing On Customers**

Neuromarketing is an essential of today's Neuroscience, using this technique, neuroeconomics came in place and is being used to develop good advertising campaigns and tools of communication, Neuromarketing is an Online food delivery application tool, It's designated with a vast variety of marketing techniques and structural theories that it can only be discussed in the study for only introduction. In the world of Online food delivery applications, Neuromarketing is the next generation tool to study the market. Field of marketing has come up with the strategy to retain their customers through this

technique, we can designate it with the neurology but it is a different context, it is mainly focused on how to understand the consumers' mind in order to plan for tomorrow and for better needs, similarly, it is a method to draw attention of the customers towards their hidden need through their interests towards products and services. Researchers are looking for the presence of elaborating process in the customer's mind to judge and assortment, sometimes rearranging the strategies effects the decision making power, similarly, as we have seen the position of the product video games, TV programs, and films in the markets has got influential effect interpersonally. Some companies use females to launch their product or service like at parties and servings, now it is up to the market players how much they can organize these sort of activities to attain their target.

In the era of late 90s, the focal point was to reunify of the brain imagination tools along with the market to attain the focus on the business. Neuromarketing was explained like, "pertaining the methods of the neurology lab to the questions of the publicity world". Similarly, in the international publications count (Bell,1994) Neuromarketing was held as for conducting scientific methodology which rectifies and gives an analysis on the nature of a human being and its behavior towards the market trends. Stop less development towards Online food delivery application tools has provided the market with the neuro-imagining tool to analyze the cognitive process of the customer and it also aided the marketers to encourage the customers.

The importance of the product or service through Online food delivery application understood by the consumer as the brand gives an impression and when the dealing is finished through the customer's decision making process, value generation starts. It is all based on the customer's life scenario how does he/she identifies the real need and practice the services in the real manner (Hulten 2011).

Researchers discussed that consumers might come to know about two or three findings from their desired product or service, number one is motivation of being right mind, and number two is emergence of feelings and thought processes, and number three is the outlook of the substance. Some researchers who study the atmosphere come to know about that few approaches response (i.e. touch, color, and temperature), are also the part of analysis, they are the worthy responses of the customers' mind towards delightedness (Fiore, Yah & Yoh, 2000).

### **2.3.21 Decision Making Unit**

Trademark loyalty can be defined as buying and selling examples made by the buying decision-making unit, which is a company, a household or an individual. The decision-making unit may not be the actual purchaser. For example, household purchases are usually made by a parent, but may still take part in the purchasing process of other household members Agnev, (1987), Davis (1976).

This is when the individual needs different things and uses the products for different purposes. In this case, it is possible to observe a change in the level of household behavior, rather than the absence of brand equity for products that represent different needs or are different in purpose for use by family members (Mellens, Dekimpe, Steenkamp, 1996).

### **2.3.22 Brand Selection**

One or more brands are selected from among many brands. In this case; (1972), Jacoby (1971), and O Leary (1993) .In products that require low investment, the consumer does not evaluate the products in the ongoing spectrum, but instead accepts the products or inadmissible If more than one brand is acceptable, it can develop more loyalty to more than one brand In the case of loyalty developed against more than one brand, the greatest difficulty is that the brand's commitment to many brands, The buyer, who has both A and B purchasing queues defined as ABBABAAB, depends on multiple brands if there are more brands than two brands, but if only A and B brands can be selected, with iron. Because each brand is used as deemed appropriate by the consumer (Mellensee, Dekimp A, Steenkamp, 1996).

Marks election process; there must be an opportunity to choose from other marks in order for brand loyalty to be possible. According to Jacoby, Chesnut (1978), one has to have the opportunity to be not dependent on the mark in order to be dependent on the mark. It is impossible to talk about make commitment in monopolistic market conditions.

### **2.3.23 Psychological Process Functions**

Brand addiction is a psychological process. Markers According to Jacoby and Chesnut (1978) it is the most important element of the brand commitment chosen as a result of the

purchase promises. This approach is related to the information process paradigm, which is the dominant point of view of consumer behavior (Bettman, 1979). Consumers, even if they are not seeking information about the brand, may be informed about the ads that they may have certain beliefs about the brand. Based on these pioneering beliefs, consumers can evaluate brands and choose some. Over time, consumers feel close to the brand and become addicts to that brand (Mellens, Dekimpe, Steenkamp, 1996). According to Jacoby and Chesnut (1978), promises are one of the most important elements used to distinguish brand loyalty from repetitive purchases. Repetitive purchases are unchallenged because consumers are not prepared to take the time to investigate other brands. According to a research by Hoyer (1984), consumers without discrimination have different beliefs and decision-making rules according to brand-dependent consumers. Instead of evaluating other alternatives, unordered consumers use simple decision-making tools such as "Get the cheapest brand ever" or "Always buy the same brand". Recurring purchases can be affected by variables such as shelf space or distribution density. On the contrary, brand promises can be influenced by the distinctive features of the brand, such as image or design features (Riezebos, 1994).

#### **2.3.24 Operational Definitions of Brand Loyalty**

In the operational definition of brand loyalty; brand loyalty is divided into three categories (behavioral, attitudinal, behavioral, and attitudinal) in which various operational measures are included (Jacoby, Chesnut, 1978).

When the past literature is reviewed; it has emerged that brand loyalty has been studied from three different perspectives as behavioral-attitudinal and finalized action perspectives (Gounaris, Stathapoulos, 2004).

#### **2.3.25 Behavioral Approach**

Behavioral perspective calls brand loyalty repetitive acquisitions (Cunningham, 1956b, Kahn, 1986). Indeed, in the literature; rather than studying brand loyalty from a behavioral perspective, many models have been proposed. Dirichlet Modell is the most frequent multiplier of all this (Ehrenberg, Uncles, 1995). These approaches are based on the modeling of the reasons for repetitive purchasing behaviors; (Gounaris, Stathapoulos,

2004), which are behind consumer's promises of buying only a brand. The problem with behavioral brand loyalty is that this consumer does not show that he likes brand more than others. This type of dependence is not balanced and reliable (Sheth, Mittal & Newman, 1999). The consumer can purchase this brand because it is the most affordable brand on the market. A small increase in the price of the brand leads the customer to another brand. For this reason, purchasing behavior is not enough to confirm loyalty. Consumers can continue to buy the same brand because other brands do not, or this brand offers many price advantages (Dick & Basu, 1994).

For this reason, researchers in the marketing field have argued that customers may seem loyal only when consumer behavior is more likely to be more attractive than other brands that are competitors against a brand. (Sheth, Mittal & Newmann, 1999).

### **2.3.26 Contingency Approach**

(Gounaris, Stathapoulos, 2004), correct brand loyalty can only occur when customers are willing to act in addition to buying behavior. When defining loyalty; the conservative perspective is regarded as an appropriate understanding.

According to this perspective, the brand loyalty brand contains a strong inner genesis that leads to repetitive purchases (Day, 1969; Jacoby, Kyner, 1973).

The attitudinal approach discloses brand loyalty based on marked preferences, participation, purchasing intentions (Gounaris, Stathapoulos, 2004).

Brand loyalty based on behavioral orientation; can be defined as the purchasing function of the brand in time dependent and time independent situations (Sheth,1968). According to the description made on the basis of the tentative direction; brand loyalty can be defined as the flexibility to continue exhibiting similar attitudes over time with situations it has encountered in the past (Reynolds, 1974). Regarding this, important developments in the research of attitudes have been made by Fischbein and Ajzen (1975).

### **2.3.27 Brand Loyalty Varieties**

Brand loyalty varies with the intensity of commitment and consumer and consumer behavior. Brand loyalty types are explained as follows (Elitok, 2003).

Dedicated Buyers: The customer advocates your brand as a good agitator. The big thing is that your brand can create its own dedicated fans like a sports club. Harley Davidson users are examples of recipients in this group. Their tattoos on their arms show that they fully absorbed the brand and turned it into a life style that the brand reflects.

**Brand-friendly Buyers:** It is a disciplined buyer of brands. He is a customer who has found a warm friendship with the brand. For it, functionality and prestige are important. If the product meets these, the purchase friendliness begins between the brands.

**Satisfied customers with price changes:** They are customers who follow price reductions and prefer brands in these periods. They often do not want to miss this opportunity.

**Satisfied Customer:** These are customers who are interested in certain brands with a certain degree of certainty and depending on the taste of that period, they prefer to use them.

**No brand loyalty:** They do not carry any interest or information about the brand. Your product has no value for them. The brand is no different to an ordinary product for such customers.

Trademark loyalty is to loyal customers who come to mind first and to investigate and examine them. However, the brand loyalty phenomenon has also revealed the obligation to examine consumers who are not faithful.

Since loyalty will be moved from existing levels of loyalty when it is being built; it is first necessary to determine the level of loyalty, depending on whether our brand is a new or existing brand.

### **2.3.28 The Importance of Brand Loyalty Concept**

Brand loyalty; is the consumer choice to purchase a certain brand in a product category (Giddens, Hoffman, 2002). Consumers can use related mark; brand concept of loyalty is coming to an end where they think that the right product will be offered at the most appropriate price and maximum quality level. This detection leads to the formation of a new buying habit. In essence, consumers will initially buy brands by making trial purchases, and then they will provide satisfaction habits and the same brand will continue because the buying product is reliable and familiar. Brand loyalty is the most valuable measuring tool of the brand in terms of creating and measuring. It has a profound effect

on the development of the brand. Therefore, customer loyalty is the most important value indicator. It is also important to have a new way of thinking and to be oriented towards the future (Elitok, 2003).

When it is thought that brand loyalty is the most important value indicator; it is also clear why this concept is so popular today.

Three main factors that explain the importance of the concept of brand loyalty are presented in the following (Giddens, Hoffman, 2002).

**High sales volume:**

American companies lose an average half of a customer in five years, equaling thirteen percent of total annual customer loss. Considering the statistical table, companies of companies trying to grow under severe competition conditions; in the cases where they cannot turn them into brands that can be faithful to their customers' eyes.

**Awarded Pricing Ability:**

brand loyalty shows that customers are less sensitive to price changes. Generally, customers want to pay more for the brand they choose. Because they perceive a unique value that this brand cannot provide from other brands.

**Search instead of Keeping:**

Brand addicts want to research for their favorite brands and are less sensitive to competitive promotions. This leads to a reduction in marketing and distribution expenses for companies. Because affecting a new customer is much more expensive than keeping the old one.

Brand dependents, " I am connected to this brand. " " I am ready to pay more for this brand than other brands. " - " I prefer this brand to others " (Anonymous, 2002).

The brand name mentioned above is a measure of the brand loyalty that the brand creates. For example, a client has a Harley Davidson tattoo on his arm. Customer loyalty is the essence of brand value. If you do not value your customer, you cannot talk about loyalty. The other four elements of brand loyalty gain value as a result of the interaction; quality products, awareness, institutionalization and other values. It has a direct transfer value for future customers. (Elitok, 2003).

### 2.3.29 Ways to Create Brand Loyalty

Customers must love the brand to be able to loyalty to the brand. Habits should be strengthened to be able to transform the continuously purchased customer into a brand addiction. Customers should be reminded of the value of their purchase and customers should be encouraged to continue purchasing that product in the future.

The ways to create loyal customers to the brand can be summarized in 7 steps (Giddens, Hoffman, 2002).

1. Develop an unrivaled product. It is possible that the customer is in possession, ensuring that they are sure they will get what they want from the product.
2. To give rewards to the consumers to ensure repetitive purchases.
3. Being behind the mark. If customers do not trust the brand, they will not buy it.
4. Knowing the best customers and behaving accordingly. Remembering that sales are made by twenty percent of the top 80% of customers, that's the shortest way to get it.
5. To make the brand easier to buy from competitors. Convenience and simplicity are the keys to today's competitive world. Customers appreciate convenience and comfort more than anything else.
6. Going to the customer. The brands need to bring the product to the customer as much as possible.
7. Customer (Consumer) Service to be a champion. It will enable the customer to make a call to the service and make repetitive purchases of the customer who is satisfied with the service.
8. As a result, a distinction has been made between non-loyal customers.

In these distinctions, seven consumer lines emerged (Mcqueen, Foley and Deighton; 1993).

1. Long-term connected consumers (Buying a brand alone).
2. Short-circuited consumers (Despite the purchase of more than one brand, each one is used for a short period of time).
3. Dynamically-changing consumers (purchase of various brands after one another)
4. Selective consumers during shopping (Usually choose between limited brands to purchase during shopping).

5. Price-oriented buyers (Many different brands are bargaining).
6. Consumers who buy price-oriented brand (Basically buying brand with special qualities).
7. Lightweight users (few purchasers so purchasing patterns cannot be measured).

Under the severe competition conditions, the aim of all brands is to create loyal customers. However, brands that have succeeded in this can maintain their continuity for centuries.

### **2.3.30 Brand Image Creation Process**

The brand image gives the brand a variety of emotions and symbols, thereby increasing the brand's popularity. Consumers do not buy the product; they also buy the image that this product is reminiscent of. Brand image; brand communication tools such as advertising, promotion, customer service, and mouth-to-mouth advertising. Firms are in important and expensive investments to create a solid image and to develop name in their markets. When determining these names; they use a geographic name, a person's name, or a different type of name so that the determined name plays an important role in perceiving the image of the product and the brand in the mind of the consumer. This effect may also be positive, thereby increasing the power of the associations and the state of remembering (Lightning, Brand Image, <http://sedadoc.blogspot.com.tr/2012/05/marka-imaj.html>, Access Date: 12 March 2016).

Factors influencing the formation of the brand image are either influenced or not controlled by the company. Consumers tell each other the positive and negative aspects of brands. Consumers' observations about the brand, information and judgments affect the image about the brand. These rumors also affect the brand image positively or negatively. Observations, information and judgments about the brand of the consumers influence the image about the brand (Tolungüç, 2000, p.23). Sponsorship initiatives of companies are also very important in the process of creating brand image. Sponsorships allow people participating in sponsored organizations to see and recognize the brand, and sponsoring such activities can provide a great advantage to the brand when compared to advertising. It is safer to reach the consumers through sponsorship, while consumers may be approached with suspicion about the product to be advertised to consumers through

advertisements. Here's an example of how image can be created through sponsorship: Take motor sports and boxing encounters. When it comes to motordans, my mind is adrenalinous and there are more races that can attract the attention of younger people. Boxing encounters are usually violent, gentle competitions. While sponsoring such sporting activities, the company's target market must be those who watch these sports, so that they can create images. Such sports include Shell, Red Bull, etc. companies want to strengthen their image as a sponsor. Sports such as golf and tennis are known as sports that appeal to a variety of different segments. In this kind of tournament motor racing and boxing matches, if sponsors want to sponsor, they may not have the necessary image. From this point of view, it can be said that rather than giving a message differently from sponsorship advertisements, it is more about "purchasing" images that are ready for the sponsored activity (Ekdi, 2005). In creating a strong brand image, brand must bring positive qualities and benefits to consumers' minds. It is also important to integrate with the corporate image in order for the brand image to be effective.

### **2.3.31 Brand Trust**

Brand trust is the process of making sure that consumers feel they have heard of the brand they buy. Brand trust continues during the purchase and after the purchase. Trust is formed by fulfilling the responsibilities of the brand to the consumer and shows the goodwill of the operator. This means that the brand will move in the interests of the client (Erdogan, 2013, p.37). Consumers are relieved of this complicated situation because their complaints are complicated by the decisions they make. On the other hand, trust is a process that consumers must pass to create a positive relationship (Eren and Erge, 2012, p.4458). Confidence; is to believe in the brand before the tendency to buy a brand. At this point, it is also important that the customer has good intentions. The customer personalizes the brand they trust and expects safe and at the same time long-term reactions from this brand. If this expectation is met, it is assumed that the customer will be happy with the brand. Trust in the mark creates an important factor against other competitors in their own markets, which allows them to gain a significant advantage over their competitors. Trust in the brand is shaped by past experiences between the brand and the customer (Delgado-

Ballester and Aleman, 2005, p.187-196 Akt Torlak, et al., 2014, p.151). When brands want to build customer loyalty, brand trust has an important role. Creating brand trust is regarded as a brand-value component that will bring new customers to the company. It is observed that the brand has been created with a positive image when it is viewed from the perspective of consumers.

It is suggested that the trust in the brand is two different processes. In these processes, reliability-focused trust and performance, or satisfaction-oriented safety. Reliability-oriented trust is defined as the image that the brand tries to create from the past to the present day; If you are confident in performance-oriented satisfaction; (Jon David Reast, 2003 Torrent, etc., 2014, p.151).

Firms must fulfill these two processes in order to ensure the continuity and reliability of their brands. Older brands have a more advantageous position in the markets; trust-based, but the pajara needs to fulfill their duty to satisfy the customers for the continuity of the product or service they offer to the brand new or entering brand customers, trusting their brands and extending the life span of the companies. Confidence in branded consumers helps to improve customer portfolio at all times by providing loyalty. The relationship between the firm and the customer must be very close to ensure and develop brand trust that knowledge will be provided in such a way to contribute to the development of the company's product and service quality through feedback. While the competitive environment is changing in markets, companies and brands that want to keep up with this change are looking for new ways. One of these ways is the sense of trust that they have already heard and heard of their brands. The brands that have gained the trust of the consumer have a lot of chance to stand out against their competitors in the competition where the competition is intense. If consumers believe that they can meet the demands of the brands they trust, consumers' confidence in that brand increases (Doğan and Gürbüz, 2013, p.240). Consumers search the product and brand before purchasing a product; they get information about the product from social networks, advertisements or nearby circles. If the brand has been overtaken by its potential and satisfaction to its users, it will always be able to protect its preference property on the market and succeed if it gives short trust. Otherwise, it gradually falls to the consumer's mind, losing brand trust and is always condemned to disappear in the market. Brand trust always empowers communication from

the ear to ear, and consumers' confidence in brand trust comes to the forefront. Namely; The perceptions or suggestions that consumers have taken against the brand from those who are trusted increase the consumer's confidence in that brand. Brand trust; is one of the most important elements in the competitive market. Companies must be aware of how valuable the precaution will be by continuing before, during and after the purchase. Markets must always keep the satisfaction of consumers on the first plan so that they always have a say in their markets. As a result of these efforts, the brand becomes the first to come to mind in the market with the increase of confidence towards the brand by providing loyalty as a result of these studies and it gives superiority to the competitors. In addition, Robert Bosch, founder of Bosch, who wants to emphasize brand safety, has emphasized the importance of trust that he has established with its customers, saying that people can choose to lose their trust in the brand and lose money.

### **3. CONCEPTUAL FRAMEWORK AND HYPOTHESIS**

#### **3.1 Conceptual Framework of the Study**

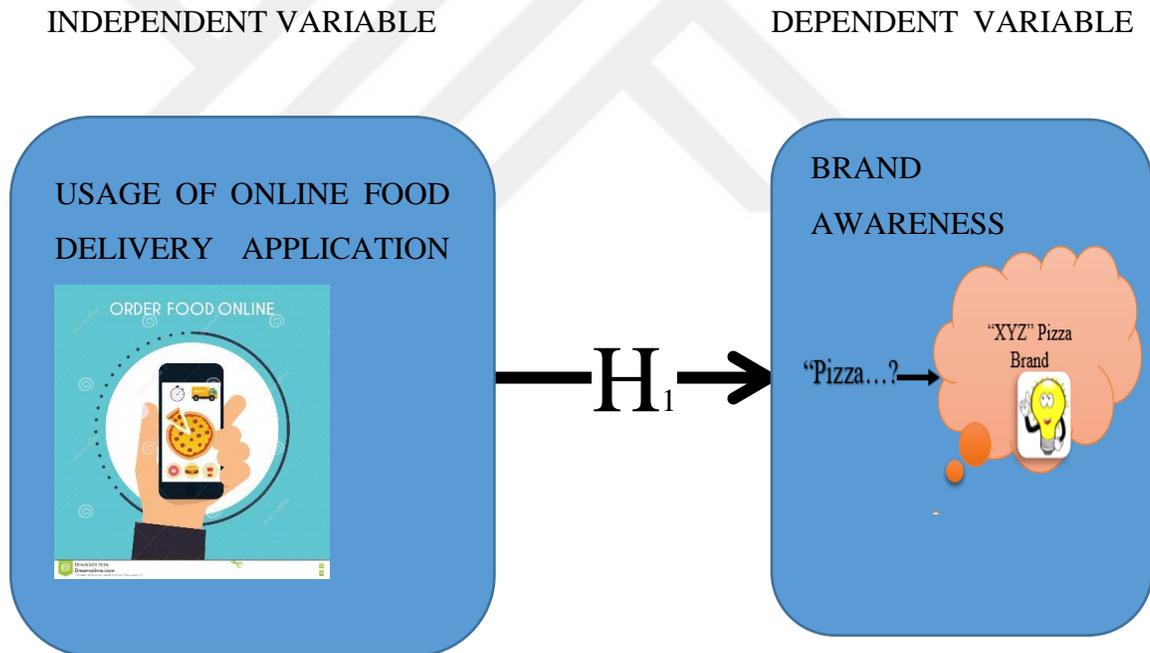
The whole concept behind the research is to identify the brand awareness of the local brands which are solely related to the Pizza outlets, how people differentiate the local brands and international brands when they hear or think pizza. With this research, researcher is trying to find out whether is it feasible to use online applications to develop brand awareness or not, does it has a positive relationship between food delivery app and the creation of brand awareness of local brands or not.

In the last few years, market of Pakistan has emerged and developed so quickly due to the usage of frequent internet, new apps were developed to cater the demand for foodies. People who are fond of eating fast food are the main target for the app developers, the rise of usage in internet has also gave rise of usage in food delivery apps to fulfill the demands. It is being observed by the many researchers that fast food industry is growing like a fire in the jungle since the launch of 3g and 4g services in Pakistan. Researcher has observed only pizza brand which are located in Karachi because of boom period of the industry across the city, Karachi is the largest city of Pakistan that's why it was chosen to develop and run a research program to find out the impacts of effective usage of food delivery applications to create brand awareness. Many other competitors came to compete in the market and offered their plat forms to register restaurants and outlets to promote their latest ideas and promotions on the online pat form, it can be accessed through mobile and via computers also.

### 3.2 Hypothesis Generation

**H1:** Usage of food delivery applications have a positive effect on brand awareness of local pizza brands in Karachi, Pakistan.

The study claims that frequent usage of online food delivery applications have influenced the customers and they are being aware through this medium about different local pizza brands do exist in Karachi which has led to an increase in brand awareness of those local brands. Those who are influenced, experiences more brand awareness regarding local pizza brands, they are more tend to recognize and recall their favorite pizza brands and this happens when they use food delivery applications on their mobiles to order pizza.



### 3.3 Research Aims and Objectives

How Pizza Outlets in Karachi are being effected by the Online food delivery applications for creating brand awareness?

How do Online food delivery applications help in approaching the targeted audiences?

Which Online food delivery application is most effective to promote Pizza outlets in Karachi?

- To analyze the effect of Online food delivery applications on brand awareness of local Pizza brands in Karachi.
- To point out the effect of Online food delivery applications towards approaching targeted audiences.
- To explore is it worth utilizing Online food delivery applications practice by the local Pizza brands in Karachi.

Number of studies and researches had been made and covered the portion of Online food delivery applications and its influences on the particular goods, services, brand image or an organization as a whole. However, these researches and studies have engrossed on the effectiveness of the Online food delivery applications. In Pakistan, fast food industry is growing rapidly and almost all the new entrants in the market including the Pizza brands focuses and depends on the Online food delivery applications. It is very important to analyze that these Online food delivery application has got an influence on the decision making capability of the consumer and how does it lead to brand recognition. Therefore, this whole study will focus on the Online food delivery applications which are being used and utilized by the Pizza outlets and also consider the most effective below the line practice.

The study is related to the present environment in the market, as many organizations are prone to use Online food delivery applications because it has paved its way of being useful and cost effective to target the audiences. Furthermore, this study will analyze the efficiency of the Online food delivery applications in the reference of fast food industry and recognize the utmost efficient practice in this scenario. The outcomes of the research will also enlighten the purpose and will help Small Medium Enterprises as well as Multi-

National Companies to realize the role of Online food delivery applications in enhancing their businesses. It will also aid to support these organizations to consider the most utilizable below the line marketing practice technique towards retaining or gaining the customers. This research finds out disputes related to online food delivery applications that will be further investigated. It will play its valuable role to examine the building of brand perception.

Assuming that the sample will be a true representative of the population, the behavior of the respondents will remain constant in the whole survey conduction period. After that, the third assumption is, it will be enough to measure the respondents answers that promotional communications are effecting the consumer's perception regarding the brand. The study will include managerial implications as well for the research work.

## **4. RESEARCH METHODOLOGY AND FINDINGS**

### **4.1 Research Method**

The conducted research is based on an expressive nature, and on post positive methodology where quantifiable data will be gathered through survey questionnaire. Analysis of the gathered information will be analyzed via mono method approach. Further, the cross section technique implies on data and the convenience sampling method will be used for sampling.

- The research will be based and initiated by examining the theories and researches on online food delivery application and brand awareness relating with the thorough study of literature.
- Discussion on the present theories and literature mainly on Online food delivery applications and brand awareness through the secondary literature.
- Below are the given points to illuminate the effect of online food delivery applications on brand awareness:
  - A questionnaire established on close ended questions on the five point Likert scales.
  - Collecting data from the target people by gathering data from them digitally or by visiting them face to face.
  - Using SPSS software to compute analysis of data.
  - Explanation, understanding and discussion of the computed outcomes.

### **4.2 Sampling Method and Size**

Population belongs to the city of Karachi in this research who are the respondents. The age bracket in which they consist is 18-46+ years. People who are fond of fast food and specifically fast food consumer. Reason behind choosing this target area is that youngsters

are better aware of the fast food industry and the fast food outlets in Karachi. Study researcher will be able to gather data much effectively in this regard and analyze the effect of online food delivery application via their responses and come to the point that, is online food delivery application feasible practice or not.

The main purpose of this study is to determine the effects of below the line communications on brand awareness, its outcome for the fast food industry specifically Pizza industry in Karachi and how does it reflects the impact on the targeted consumer. As it is not possible to take into consideration the whole population of the Karachi city, came to a decision to adopt a non-probability sampling technique, which is convenience sampling to gather data from the targeted people from the different backgrounds of life from the different areas of Karachi. Preferably the target audience to collect data would be from different colleges and universities i.e Adamjee College, Szabist University, Iqra University, Karachi University, Bahria University and Institute of Business management. Objective behind collecting data through convenience technique is that it facilitates the researcher to gather data much conveniently from the target respondents.

The desired data will be collected from the primary and secondary sources. Secondary will be collected through a comprehensive review of the literature carried out domestically and internationally in the contexts of different types of organizations. In addition, Questionnaire will be used as an instrument to collect data which will be the primary data for the researcher.

With the margin of error, we can accept 5%, the needed confidence level is 90%, the total population size would be 10000000 and the total response percentage is 70%. The recommended sample size is 228 respondents.

### **4.3 Data Collection**

The selected measurement instrument Likert scale questionnaire is being used to collect the primary data, total of 270 respondents took part in it, the target city was Karachi, Pakistan, whereas secondary data will be gathered through literature reviews and research studies found locally and conducted around the globe in reference to get the knowledge regarding points of interests.

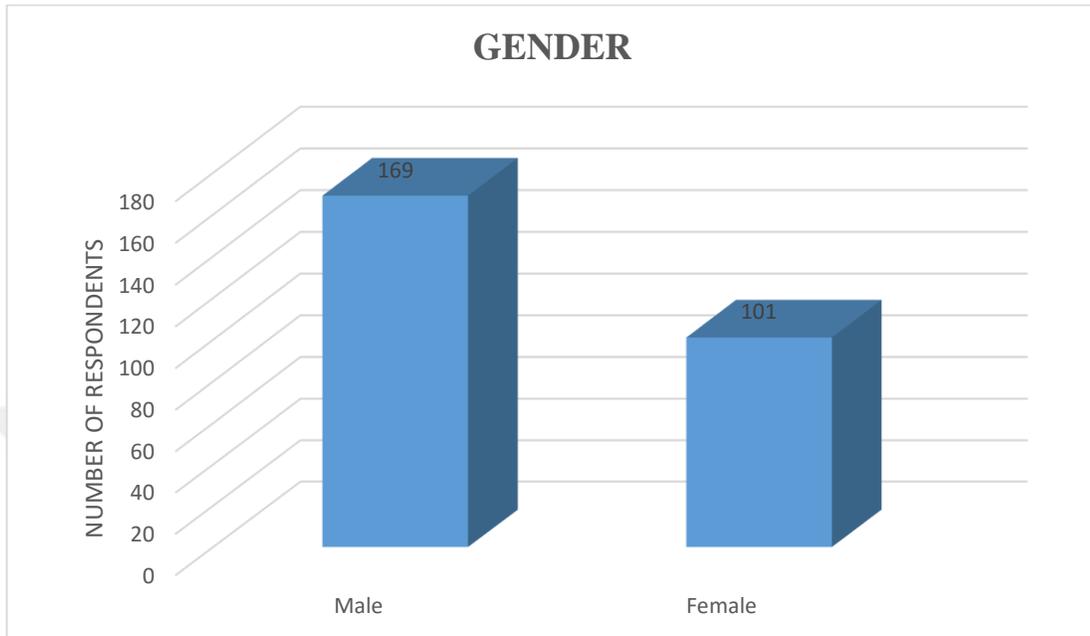
“Descriptive statistics” will present the data by which a frequent observation can be analyzed among all the responses collected from the respondents, Value of mode will be carried out from the measures of central tendency and table form will be presented.

In the prospectus of Inferential statistics, researcher will conduct analysis to identify either is there a positive relationship in between Independent Variable and Dependent Variable or not. Only pearson’s correlation test will be conducted to identify the desired results, if there is a positive effect of the independent variable on brand awareness we will accept the hypothesis which was given by the researcher.

#### **4.4 Data Analysis**

This section pertains to analyzing and showing the data obtained through questionnaires and interprets them with statistical analysis. Also featuring in this section are pearson’s correlation, frequency distribution, descriptive statistics, reliability test and hypothesis test. Demographics questions along with those questions which are related to the independent and dependent variables are being asked from the respondents. After analyzing, hypothesis will be accepted or rejected at the end. Furthermore, it will discuss about the limitations, assumptions and future conducts at the end.

#### 4.4.1 Demographic Characteristics

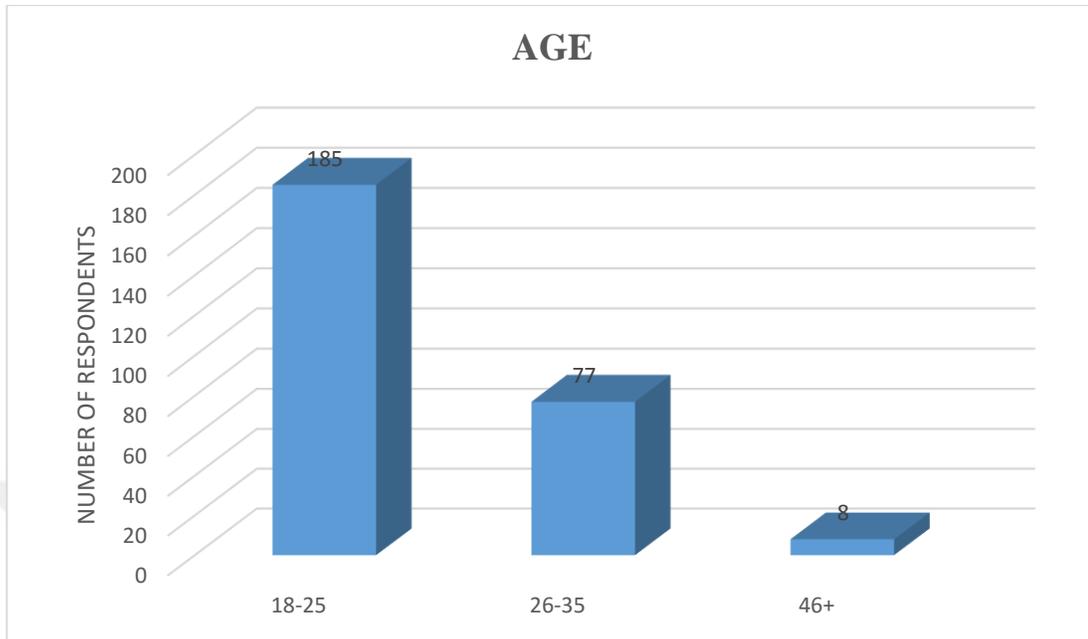


**Figure 4. 1: Gender**

This research questionnaire was conducted among 270 respondents. This question is about gender. As we can see from the above mentioned table there were 169 male respondents, which occupies 62.6 percent out of 270 respondents. Whereas, females respondents were 101. The total of 37.4 percent out of 270 respondents.

**Table 4. 1: Gender**

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	169	62.6	62.6	62.6
Female	101	37.4	37.4	100.0
Total	270	100.0	100.0	

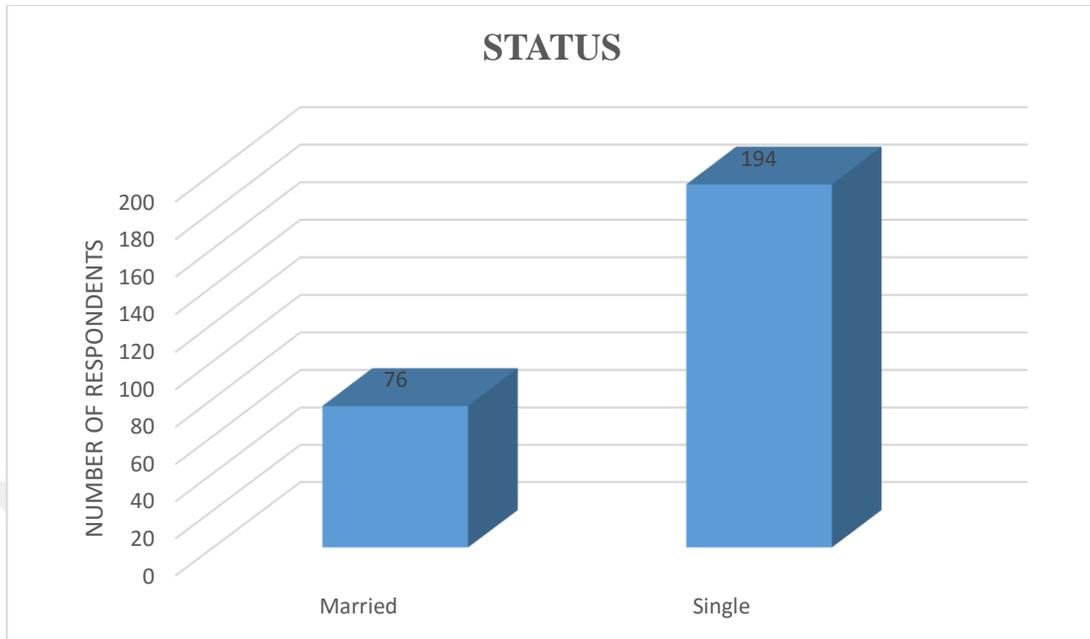


**Figure 4. 2: Age**

This table explains the number of people belong to different age groups who answered the survey. The given range in this table is divided in 3 parts: 18-25, 26-35, 36-45, 46 and above. Unfortunately, there were no such respondents in between 36-45. Mostly respondents were in between the age ranging 18-25, covering the biggest portion of the survey of 68.5%. As according to our aim, survey was mainly targeted towards the university students. Next mostly responded people were from the age group of 26-35 which covers 28.5%. Rest of the respondents belongs to the 46+ age group which consists of 3% making it the smallest group in the survey. Unfortunately, or unwillingly there were no respondent who ranged in between 36-46 age group.

**Table 4. 2: Age Group**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	185	68.5	68.5	68.5
26-35	77	28.5	28.5	97.0
46+	8	3.0	3.0	100.0
Total	270	100.0	100.0	

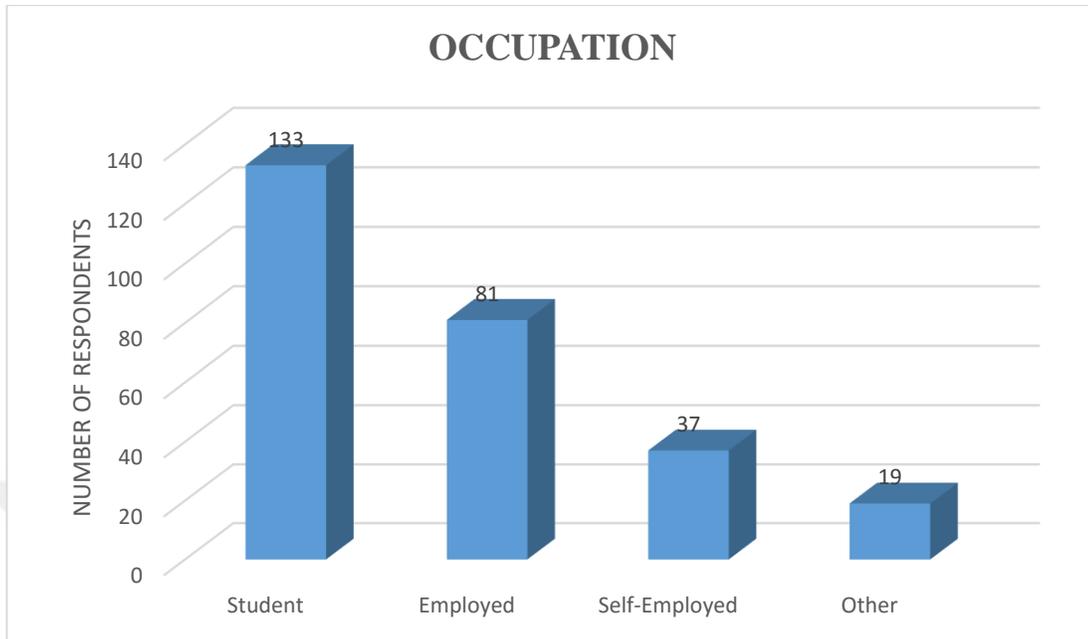


**Figure 4. 3: Status**

The third survey question is about the marital status of the respondents. There were 194 single respondents who were not married and they consist of 71.9% out of 270 respondents, whereas the married respondents were 76 and consist of 28.1% of the total number of people surveyed.

**Table 4. 3: Status**

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	76	28.1	28.1	28.1
Single	194	71.9	71.9	100.0
Total	270	100.0	100.0	

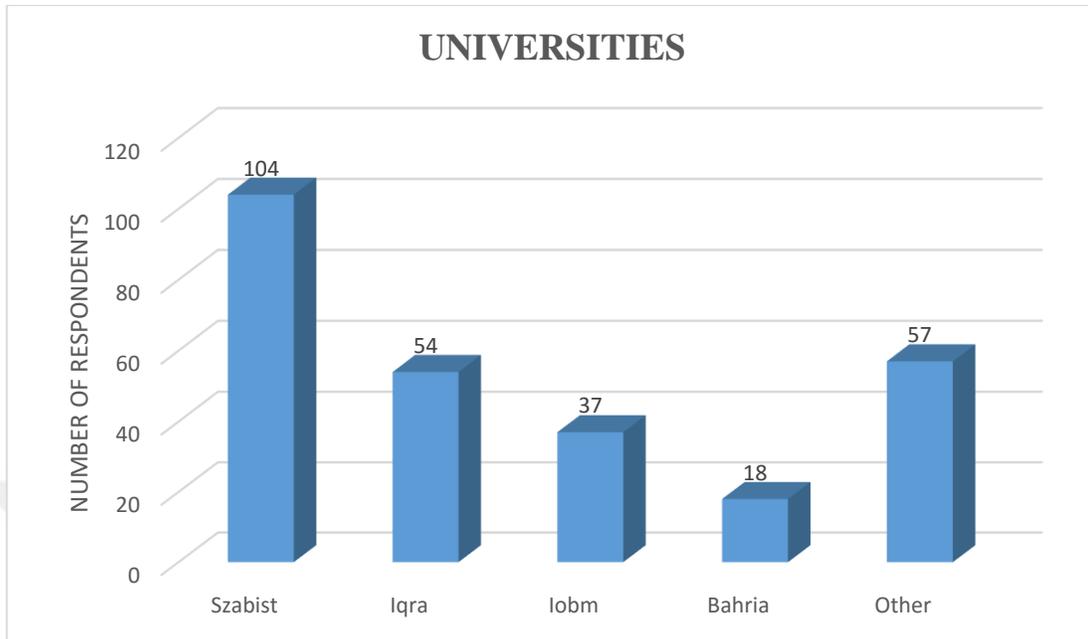


**Figure 4. 4:** Occupation

In this graph, it is illustrated that out of 270 respondents there were 133 respondents who are student, which makes it the major portion of the total respondents and consist of 49.3% of 270 respondents. Secondly, there were 81 respondents who are employed and working somewhere which consist of 30% of the total number of respondents. Third group belongs to the people who are self-employed and doing some sort of business which is 37 making it 13.7% percent of the total respondents. And the last group which belongs to different field of life who are doing nothing or studying plus employed at the same time which makes it the fourth group consist of 19 people which is 7% of total respondents.

**Table 4. 4:** Occupation

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	133	49.3	49.3	49.3
Employed	81	30.0	30.0	79.3
Self-Employed	37	13.7	13.7	93.0
Other	19	7.0	7.0	100.0
Total	270	100.0	100.0	



**Figure 4. 5:** Universities

In this table there are 104(38.5) respondents from SZABIST university, 54(20) from Iqra university, 37(13.7) belong to IOBM, 18(6.7) and 57(21.1) respondents belong to Bahria and other universities respectively. All the acquired data is from 270 respondents.

**Table 4. 5:** Universities

Universities	Frequency	Percent	Valid Percent	Cumulative Percent
Szabist	104	38.5	38.5	38.5
Iqra	54	20.0	20.0	58.5
Iobm	37	13.7	13.7	72.2
Bahria	18	6.7	6.7	78.9
Other	57	21.1	21.1	100.0
Total	270	100.0	100.0	

#### 4.4.2 Reliability Statistics

The use of this test proves the data obtained in the pilot studies by the researchers. If the Cronbach's alpha ( $\alpha$ ) is greater or equal to 0.6. It shows that the reviewed survey is consistent enough for further assessment.

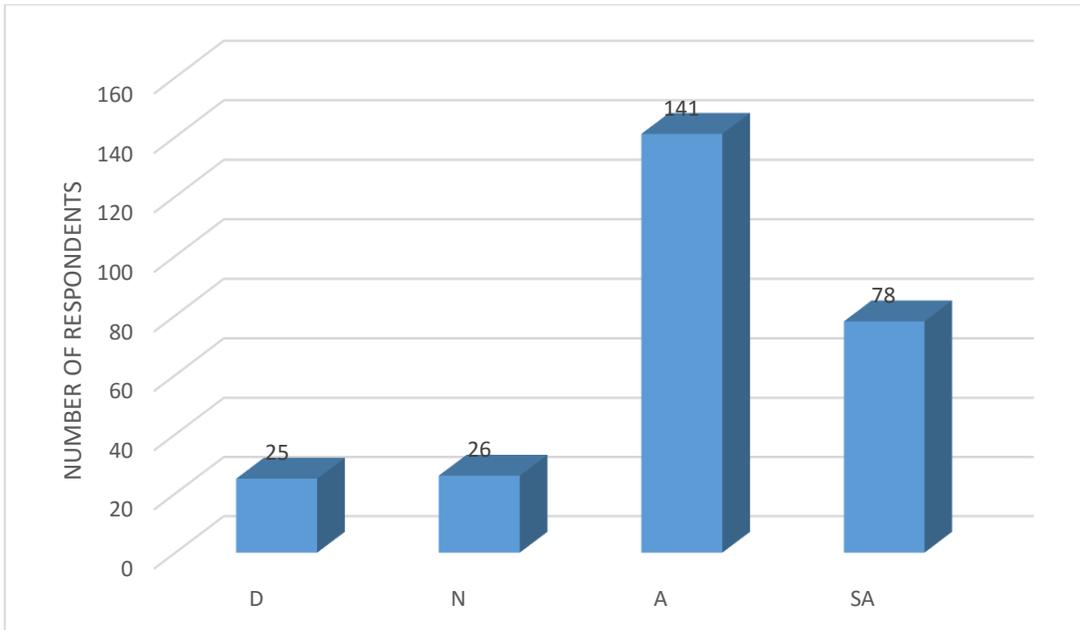
#### Cronbach's Alpha

**Table 4. 6:** Reliability Test

Cronbach's Alpha	N of Items
0.801	22

The gathered data is collected from a survey questionnaire of 22, for the determination of pilot study which shows our Cronbach's Alpha is 0.801 hence the data is reliable enough for further analysis.

#### 4.4.3 Responses Related to Online Food Delivery Applications

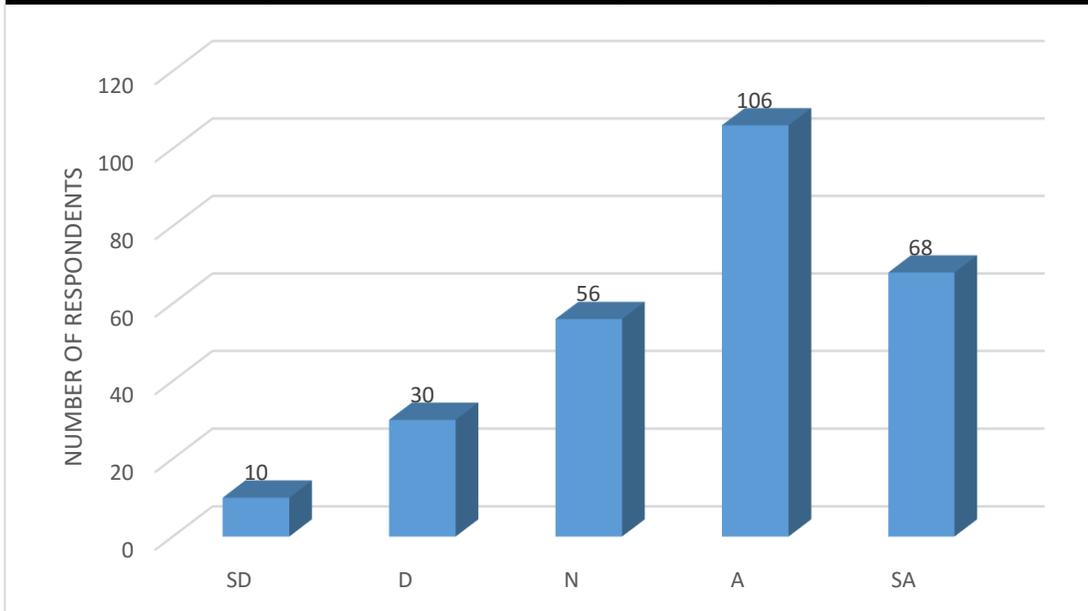


**Figure 4. 6:** I am interested in those Brands which are unknown and new on FoodPanda or Eatoye.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 25(9.3%) people out of 270 who disagree to the given survey statement, 26(9.6%) who are neutral, there are 141(52.2%) respondents who agreed, and 78(28.9%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 7:** I am interested in those Brands which are unknown and new on FoodPanda or Eatoye.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	25	9.3	9.3	9.3
Neutral	26	9.6	9.6	18.9
Agree	141	52.2	52.2	71.1
Strongly Agree	78	28.9	28.9	100.0
Total	270	100.0	100.0	

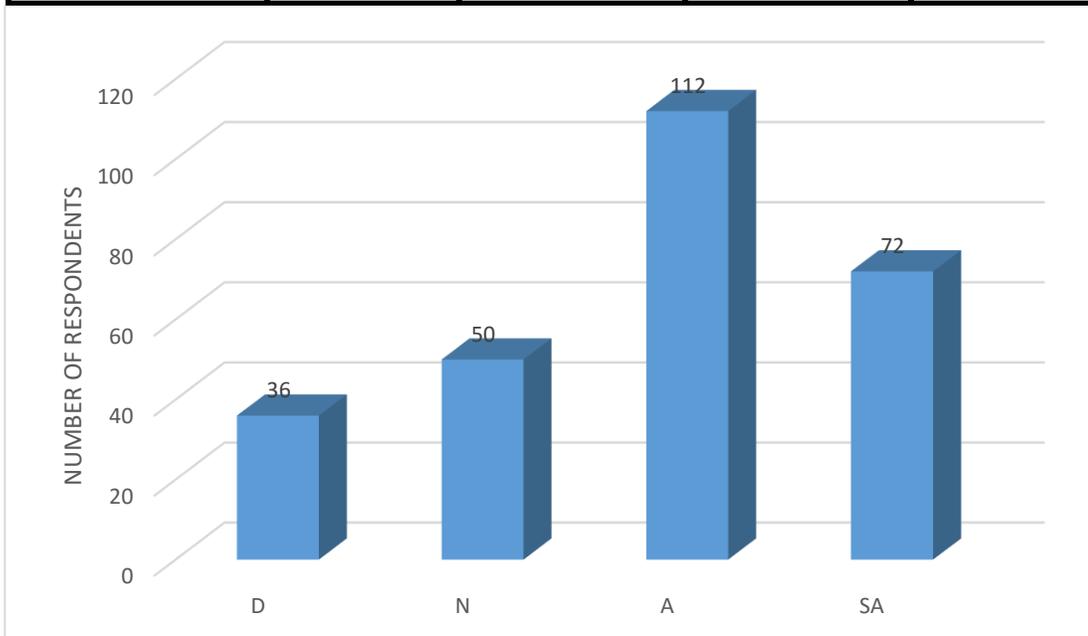


**Figure 4. 7:** Food delivery applications have played a vital role in identifying a new Pizza brand in the locality of the city.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 10(3.7%) out of 270 respondents who strongly disagree, there are 30(11.1%) people out of 270 who disagree to the given survey statement, 56(20.7%) who are neutral, there are 106(39.3%) respondents who agreed, and 68(25.2%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 8:** Food delivery applications have played a vital role in identifying a new Pizza brand in the locality of the city.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	10	3.7	3.7	3.7
Disagree	30	11.1	11.1	14.8
Neutral	56	20.7	20.7	35.6
Agree	106	39.3	39.3	74.8
Strongly Agree	68	25.2	25.2	100.0
Total	270	100.0	100.0	

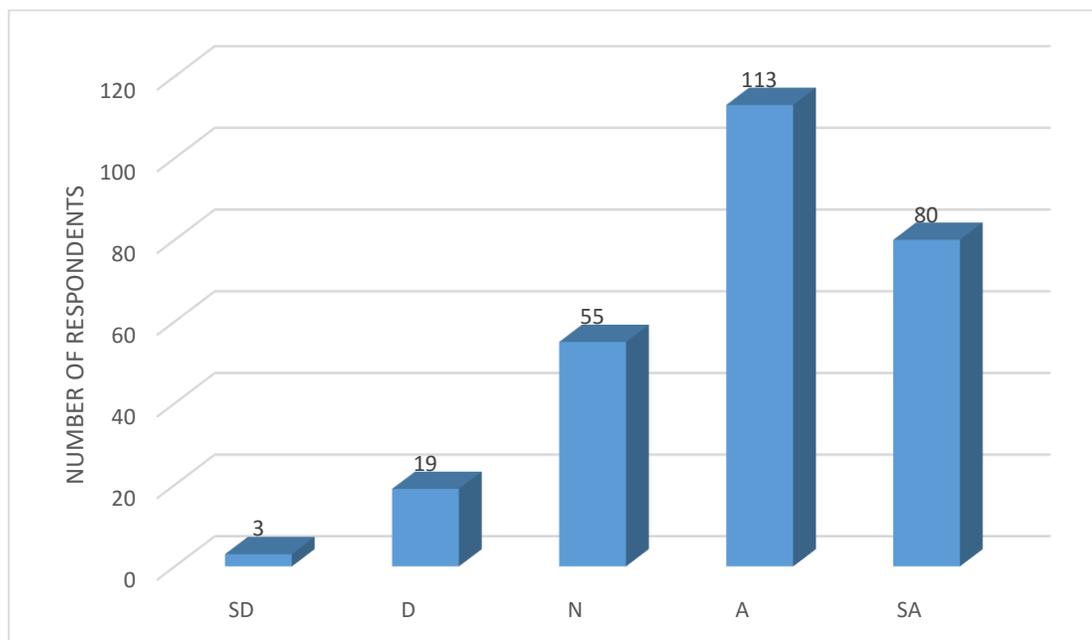


**Figure 4. 8:** Variety of different brands under one online food application is one of the reasons that I am likely to order a pizza through an online food application.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 36(13.3%) people out of 270 who disagree to the given survey statement, 50(18.5%) who are neutral, there are 112(41.5%) respondents who agreed, and 72(26.7%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 9:** Variety of different brands under one online food application is one of the reasons that I am likely to order a pizza through an online food application.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	36	13.3	13.3	13.3
Neutral	50	18.5	18.5	31.9
Agree	112	41.5	41.5	73.3
Strongly Agree	72	26.7	26.7	100.0
Total	270	100.0	100.0	

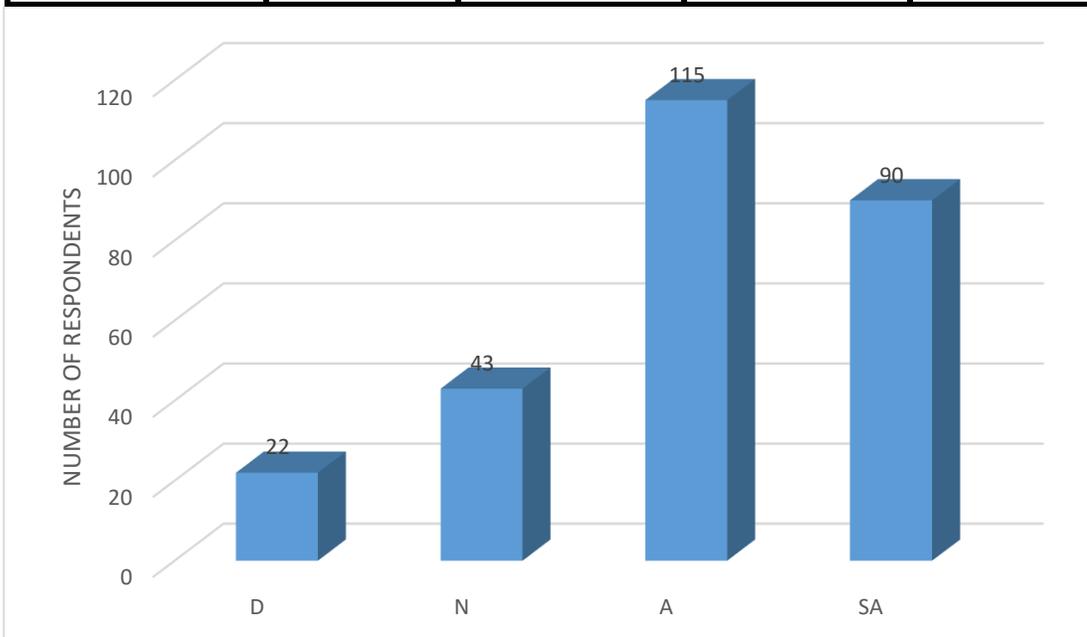


**Figure 4. 9:** It is trustworthy to place an order of a Pizza on food application.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 3(1.1%) out of 270 respondents who strongly disagree, there are 19(7%) people out of 270 who disagree to the given survey statement, 55(20.4%) who are neutral, there are 113(41.9%) respondents who agreed, and 80(29.6%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 10:** It is trustworthy to place an order of a Pizza on food application.

Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.1	1.1	1.1
Disagree	19	7.0	7.0	8.1
Neutral	55	20.4	20.4	28.5
Agree	113	41.9	41.9	70.4
Strongly Agree	80	29.6	29.6	100.0
Total	270	100.0	100.0	

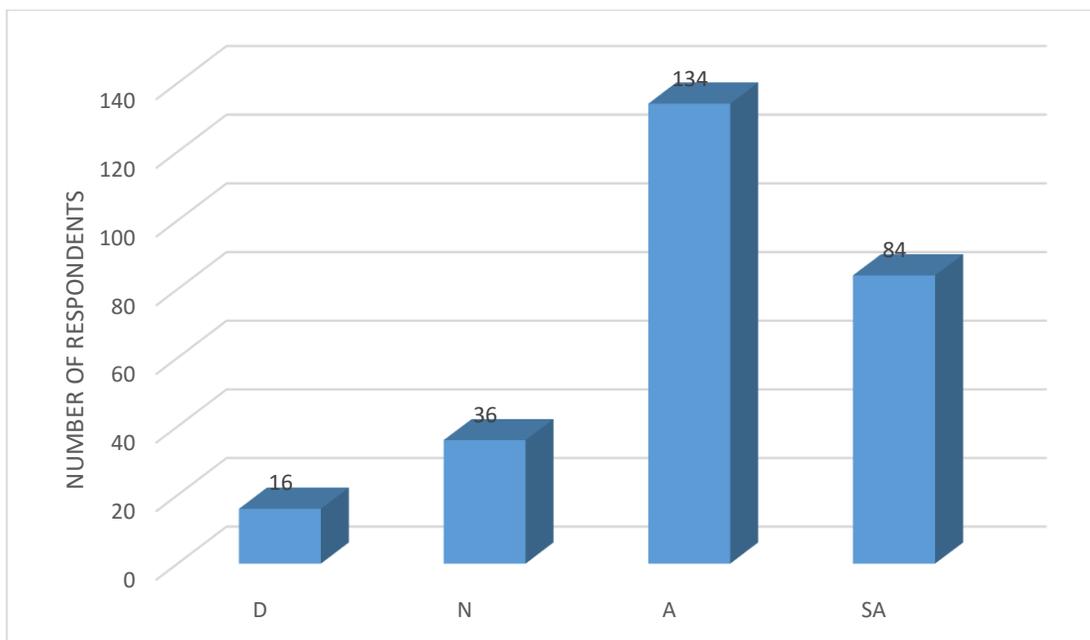


**Figure 4. 10:** It is trustable to believe the food quality.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 22(8.1%) people out of 270 who disagree to the given survey statement, 43(15.9%) who are neutral, there are 115(42.6%) respondents who agreed, and 90(33.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 11:** It is trustable to believe the food quality.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	22	8.1	8.1	8.1
Neutral	43	15.9	15.9	24.1
Agree	115	42.6	42.6	66.7
Strongly Agree	90	33.3	33.3	100.0
Total	270	100.0	100.0	

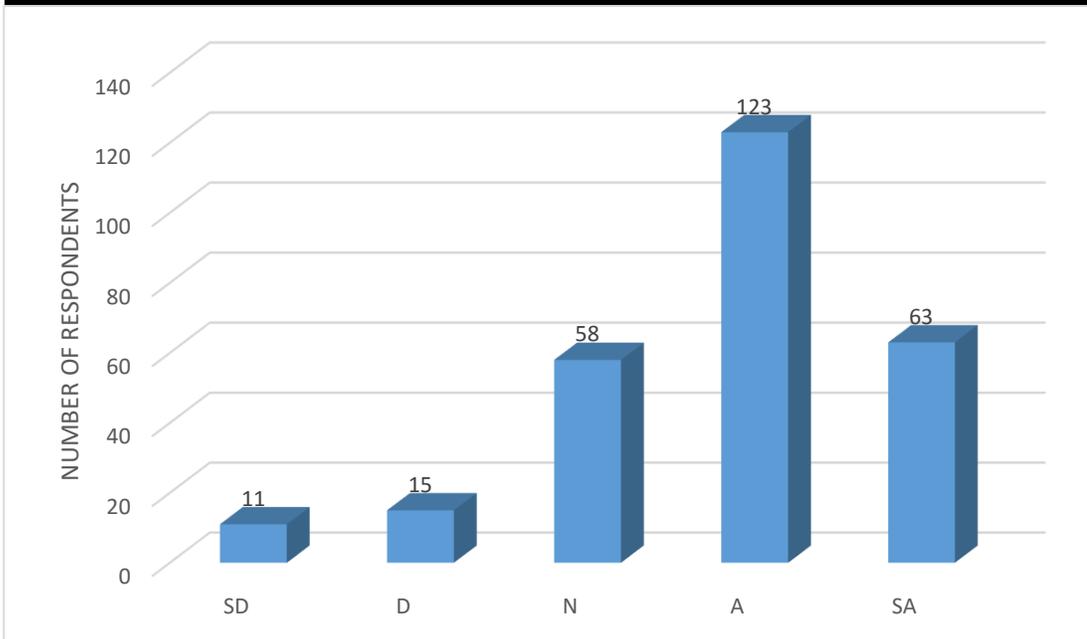


**Figure 4. 11:** Massive discounts have encouraged me to try a Pizza Brand which I have no information.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 16(5.9%) people out of 270 who disagree to the given survey statement, 36(13.3%) who are neutral, there are 134(49.6%) respondents who agreed, and 84(31.1%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 12:** Massive discounts have encouraged me to try a Pizza Brand which I have no information.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	16	5.9	5.9	5.9
Neutral	36	13.3	13.3	19.3
Agree	134	49.6	49.6	68.9
Strongly Agree	84	31.1	31.1	100.0
Total	270	100.0	100.0	



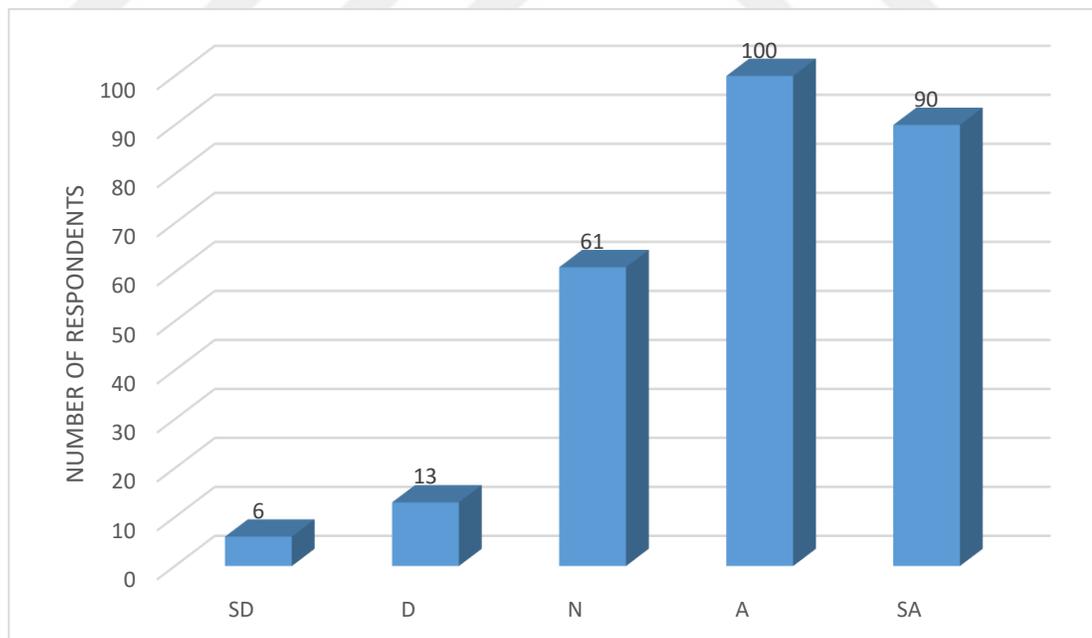
**Figure 4. 12:** Number of Pizza deals have motivated me to place an order.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are

11(4.1%) out of 270 respondents who strongly disagree, there are 15(5.6%) people out of 270 who disagree to the given survey statement, 58(21.5%) who are neutral, there are 123(45.6%) respondents who agreed, and 63(23.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 13:** Number of Pizza deals have motivated me to place an order.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	4.1	4.1	4.1
Disagree	15	5.6	5.6	9.6
Neutral	58	21.5	21.5	31.1
Agree	123	45.6	45.6	76.7
Strongly Agree	63	23.3	23.3	100.0
Total	270	100.0	100.0	

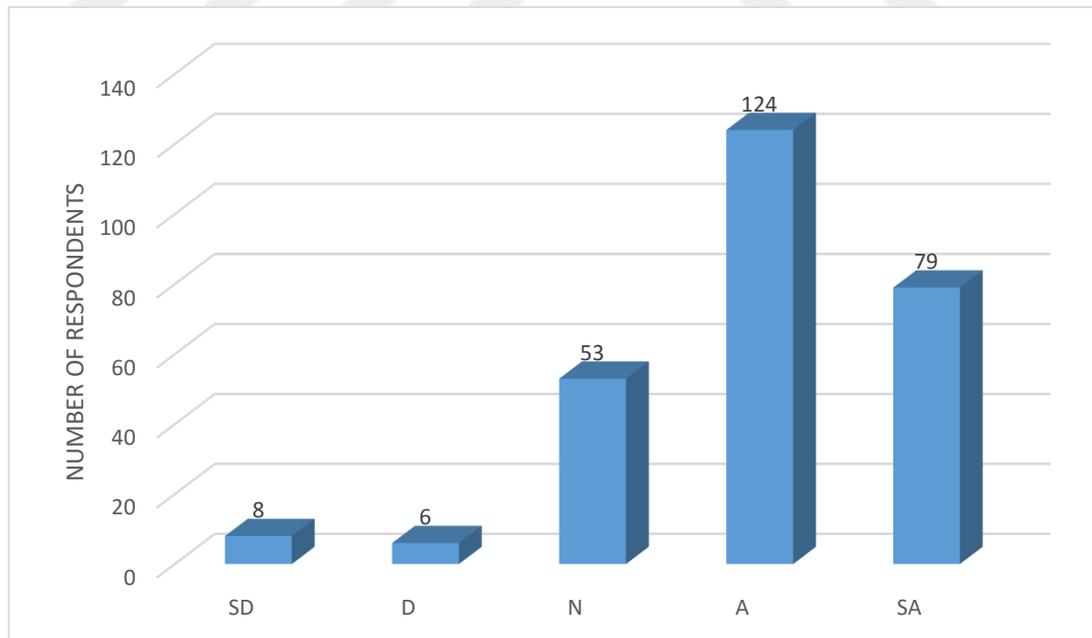


**Figure 4. 13:** I feel comfortable when I buy Pizza from the online food application. In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 6(2.2%) out of 270 respondents who strongly disagree, there are 13(4.8%) people out of

270 who disagree to the given survey statement, 61(22.6%) who are neutral, there are 100(37.0%) respondents who agreed, and 90(33.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 14:** I feel comfortable when I buy Pizza from the online food application.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	2.2	2.2	2.2
Disagree	13	4.8	4.8	7.0
Neutral	61	22.6	22.6	29.6
Agree	100	37.0	37.0	66.7
Strongly Agree	90	33.3	33.3	100.0
Total	270	100.0	100.0	



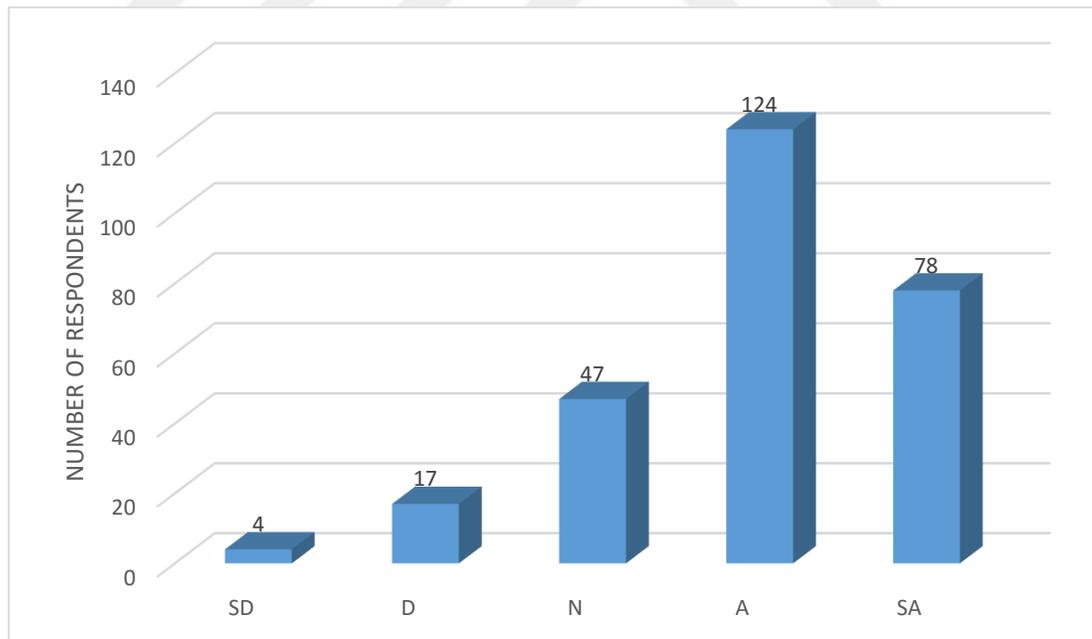
**Figure 4. 14:** Local pizza brand prices are reasonable priced on the application.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 8(3%) out of 270 respondents who strongly disagree, there are 6(2.2%) people out of 270

who disagree to the given survey statement, 53(19.6%) who are neutral, there are 124(45.9%) respondents who agreed, and 79(29.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 15:** Local pizza brand prices are reasonable priced on the application.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	3.0	3.0	3.0
Disagree	6	2.2	2.2	5.2
Neutral	53	19.6	19.6	24.8
Agree	124	45.9	45.9	70.7
Strongly Agree	79	29.3	29.3	100.0
Total	270	100.0	100.0	



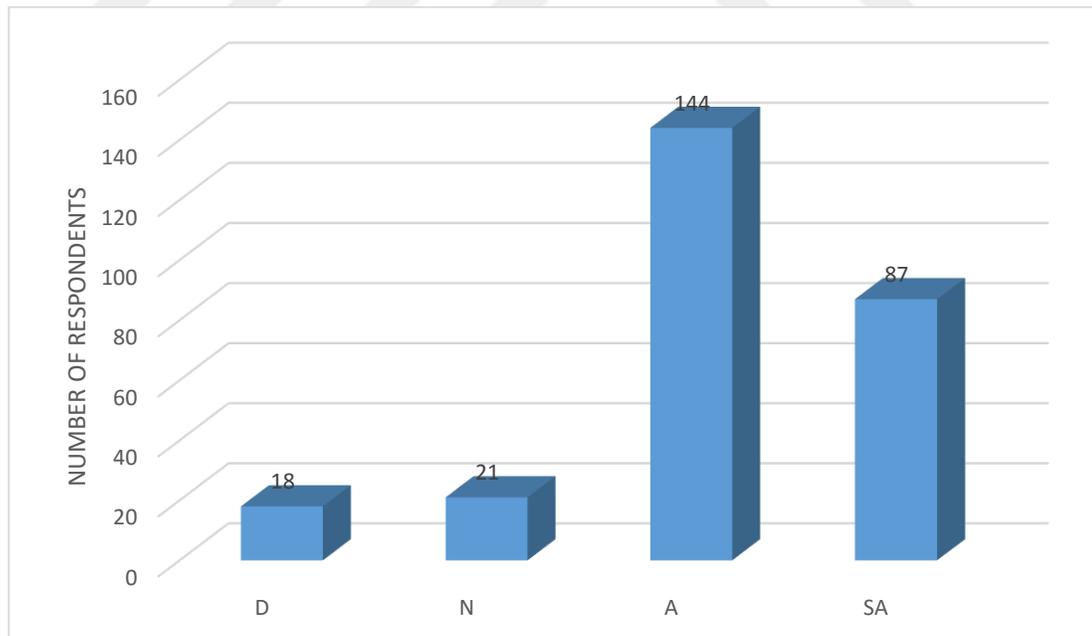
**Figure 4. 15:** Delivery of Pizzas through online food delivery application is consistent. In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 4(1.5%) out of 270 respondents who strongly disagree, there are 17(6.3%) people out of 270 who disagree to the given survey statement, 47(17.4%) who are neutral, there are

124(45.9%) respondents who agreed, and 78(28.9%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 16:** Delivery of Pizzas through online food delivery application is consistent.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	1.5	1.5	1.5
Disagree	17	6.3	6.3	7.8
Neutral	47	17.4	17.4	25.2
Agree	124	45.9	45.9	71.1
Strongly Agree	78	28.9	28.9	100.0
Total	270	100.0	100.0	

#### 4.4.4 Responses Related to Brand Awareness



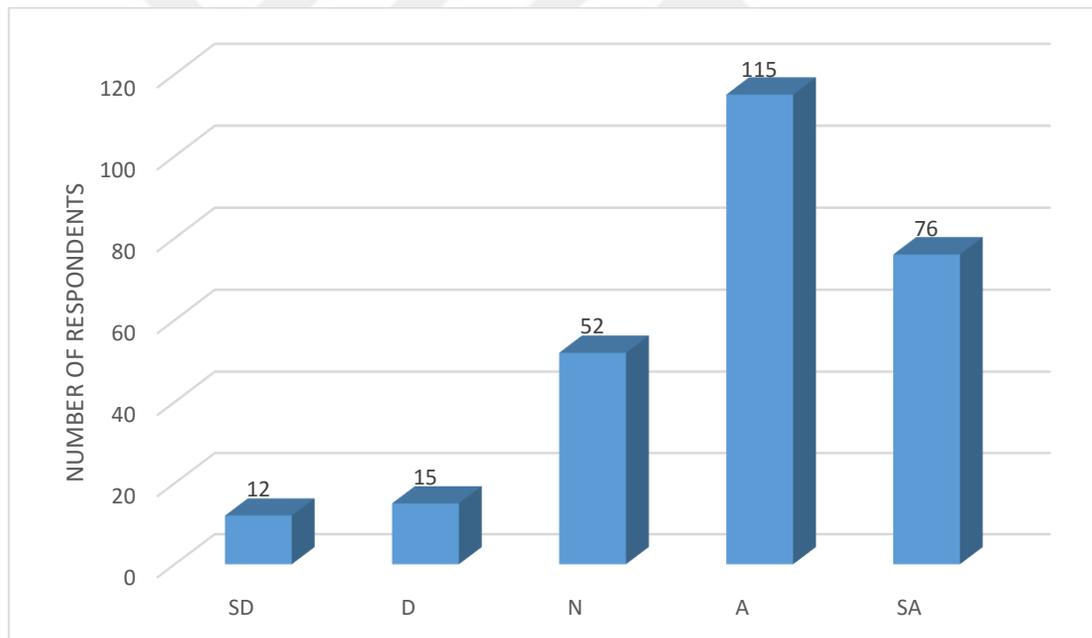
**Figure 4. 16:** I am fully aware of the different Pizza brands in Karachi.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 18(6.7%) people out of 270 who disagree to the given survey statement, 21(7.8%) who are neutral, there are

144(53.3%) respondents who agreed, and 87(32.2%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 17:** I am fully aware of the different Pizza brands in Karachi.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	18	6.7	6.7	6.7
Neutral	21	7.8	7.8	14.4
Agree	144	53.3	53.3	67.8
Strongly Agree	87	32.2	32.2	100.0
Total	270	100.0	100.0	



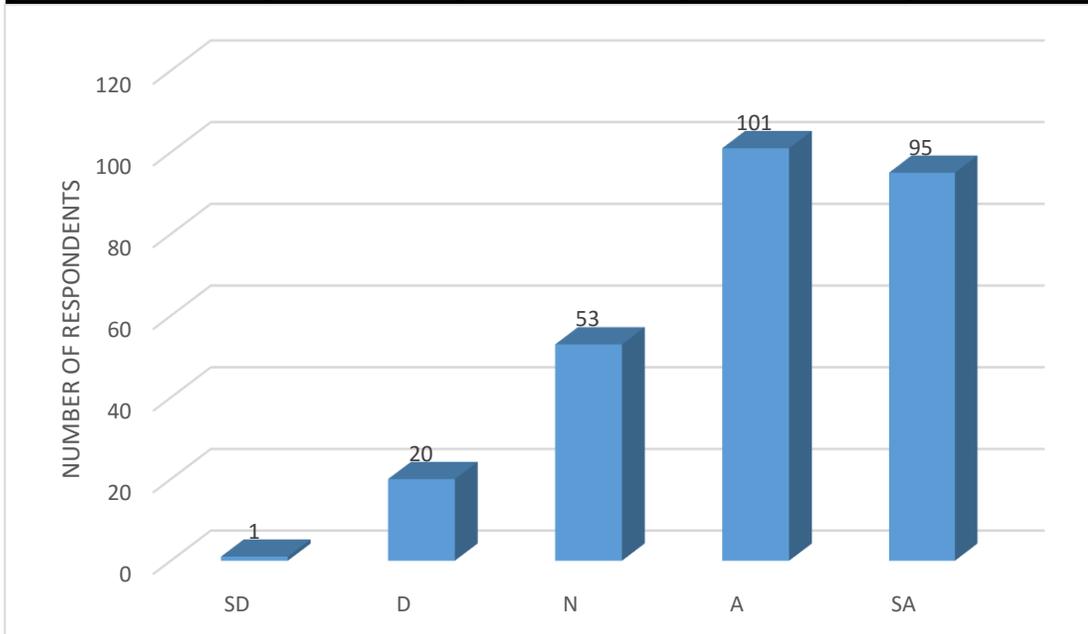
**Figure 4. 17:** I am much more aware of any particular brand as compare to before as the Online food application helped to increase the existence of Pizza Brands.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 12(4.4%) out of 270 respondents who strongly disagree, there are 15(5.6%) people out of 270 who disagree to the given survey statement, 52(19.3%) who are neutral, there are

115(42.6%) respondents who agreed, and 76(28.1%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 18:** I am much more aware of any particular brand as compare to before as the Online food application helped to increase the existence of Pizza Brands.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	4.4	4.4	4.4
Disagree	15	5.6	5.6	10.0
Neutral	52	19.3	19.3	29.3
Agree	115	42.6	42.6	71.9
Strongly Agree	76	28.1	28.1	100.0
Total	270	100.0	100.0	



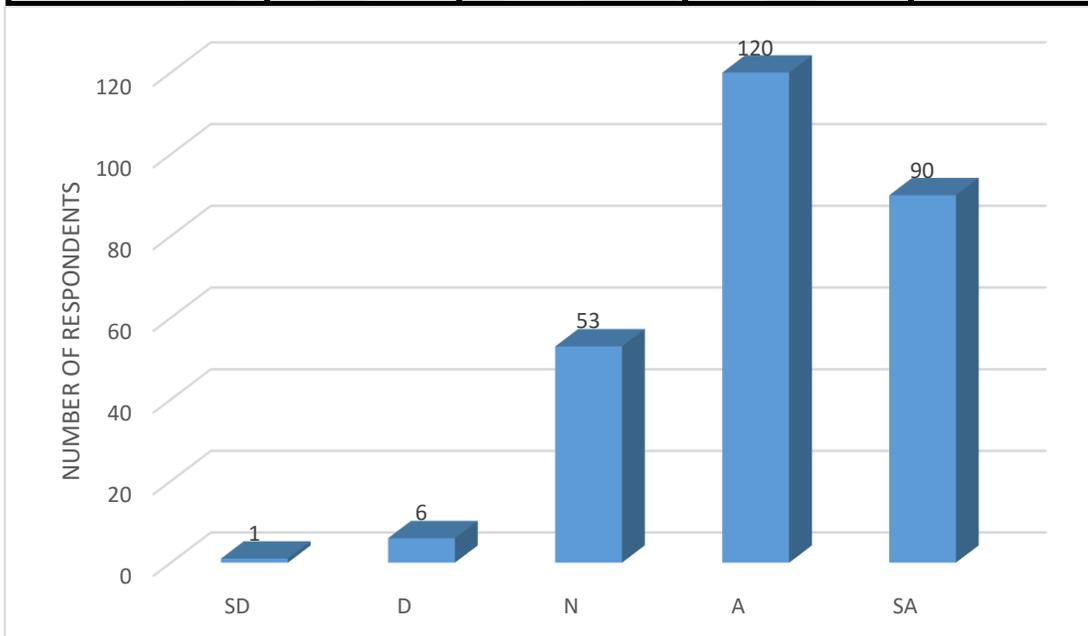
**Figure 4. 18:** Usually I am informed through different means regarding a new brand if they come up with different marketing strategies.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 1(0.4%) out of 270 respondents who strongly disagree, there are 20(7.4%) people out of 270 who disagree to the given survey statement, 53(19.6%) who are neutral, there are

101(37.4%) respondents who agreed, and 95(35.2%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 19:** Usually I am informed through different means regarding a new brand if they come up with different marketing strategies.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.4	.4	.4
Disagree	20	7.4	7.4	7.8
Neutral	53	19.6	19.6	27.4
Agree	101	37.4	37.4	64.8
Strongly Agree	95	35.2	35.2	100.0
Total	270	100.0	100.0	



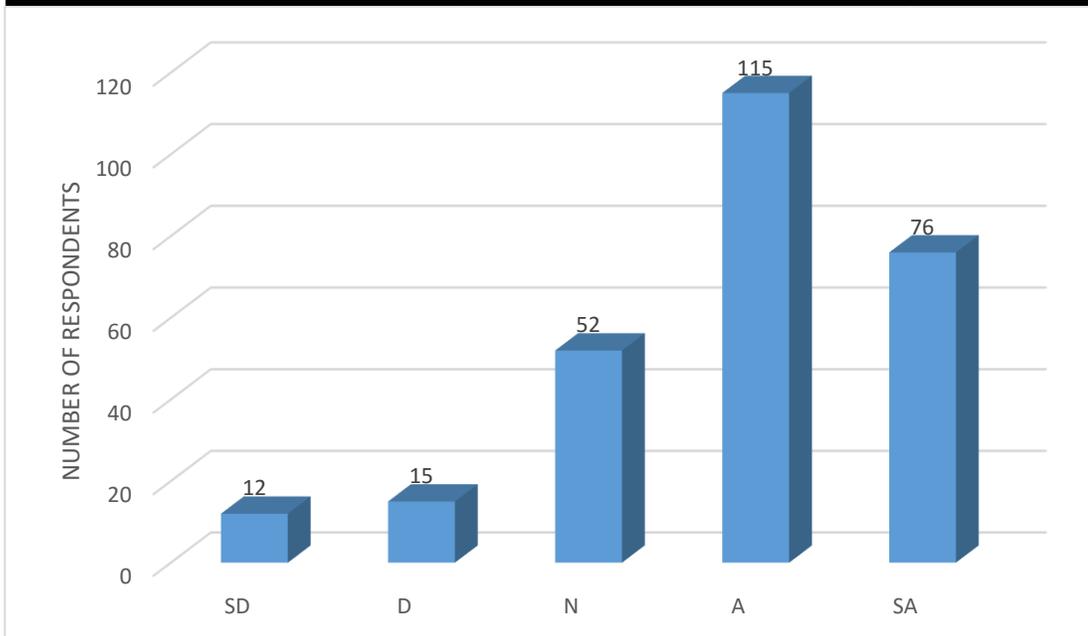
**Figure 4. 19:** Online food applications have encouraged me to find and try new brands in the competitive market.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 1(0.4%) out of 270 respondents who strongly disagree, there are 6(2.2%) people out of 270 who disagree to the given survey statement, 53(19.6%) who are neutral, there are

120(44.42%) respondents who agreed, and 90(33.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 20:** Online food applications have encouraged me to find and try new brands in the competitive market.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.4	.4	.4
Disagree	6	2.2	2.2	2.6
Neutral	53	19.6	19.6	22.2
Agree	120	44.4	44.4	66.7
Strongly Agree	90	33.3	33.3	100.0
Total	270	100.0	100.0	



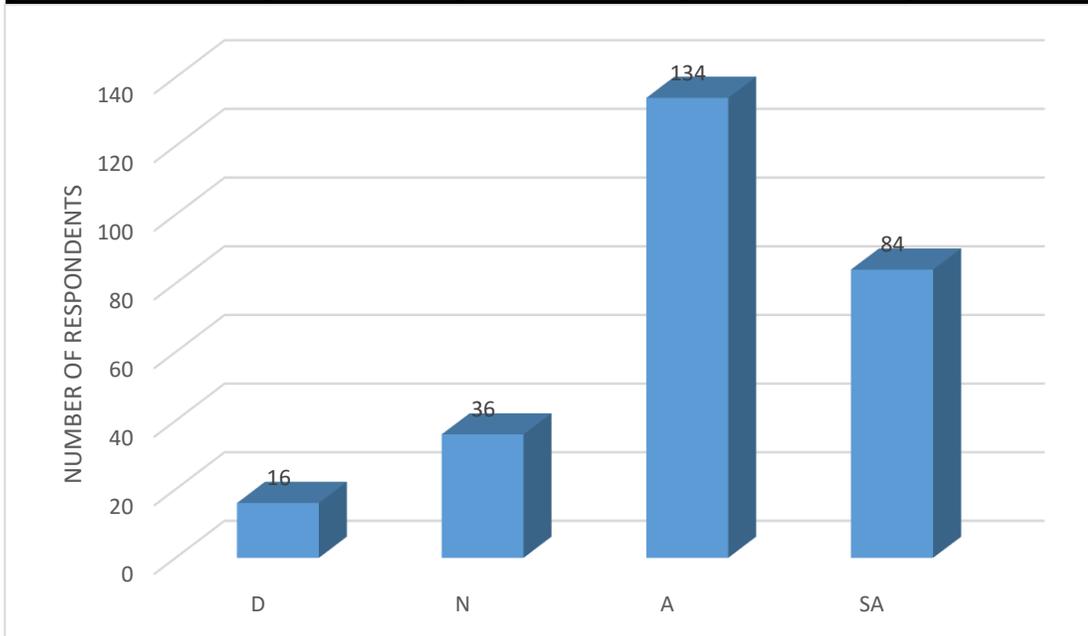
**Figure 4. 20:** Promotional offerings which I receive on Online food application have increased my interest and awareness of the targeted brand.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 12(4.4%) out of 270 respondents who strongly disagree, there are 15(5.6%) people out of 270 who disagree to the given survey statement, 52(19.3%) who are neutral, there are

115(42.6%) respondents who agreed, and 76(28.1%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 21:** Promotional offerings which I receive on Online food application have increased my interest and awareness of the targeted brand.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	4.4	4.4	4.4
Disagree	15	5.6	5.6	10.0
Neutral	52	19.3	19.3	29.3
Agree	115	42.6	42.6	71.9
Strongly Agree	76	28.1	28.1	100.0
Total	270	100.0	100.0	



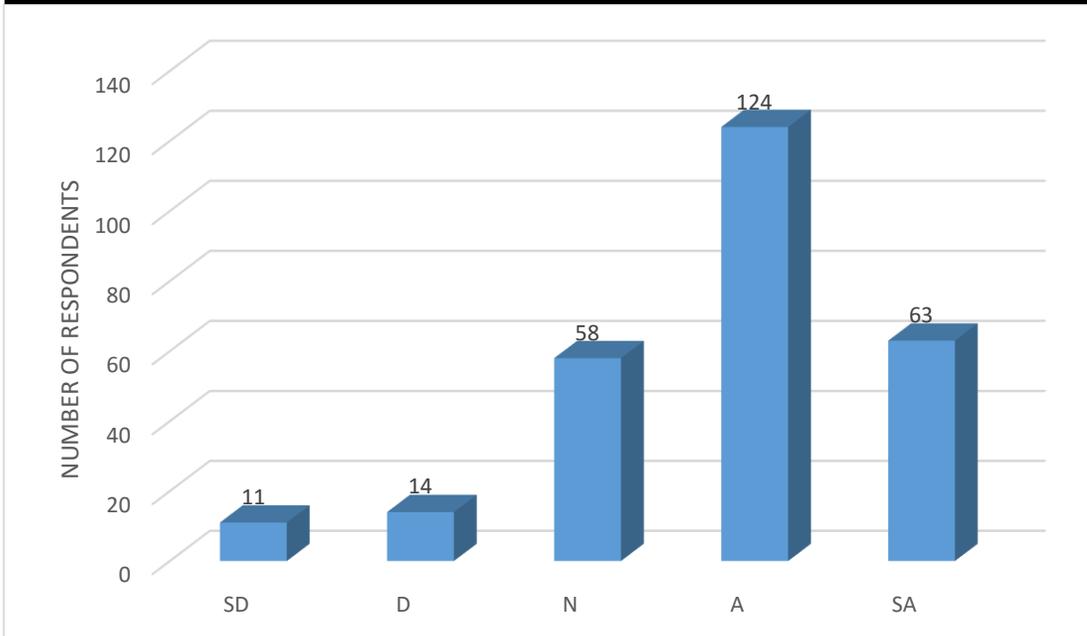
**Figure 4. 21:** Different pizza brands on Food applications have encouraged me to give a feedback to those Pizza brands from where I ordered.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 16(5.9%) people out of 270 who disagree to the given survey statement, 36(13.3%) who are neutral, there are

134(49.6%) respondents who agreed, and 84(31.1%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 22:** Different pizza brands on Food applications have encouraged me to give a feedback to those Pizza brands from where I ordered.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	16	5.9	5.9	5.9
Neutral	36	13.3	13.3	19.3
Agree	134	49.6	49.6	68.9
Strongly Agree	84	31.1	31.1	100.0
Total	270	100.0	100.0	

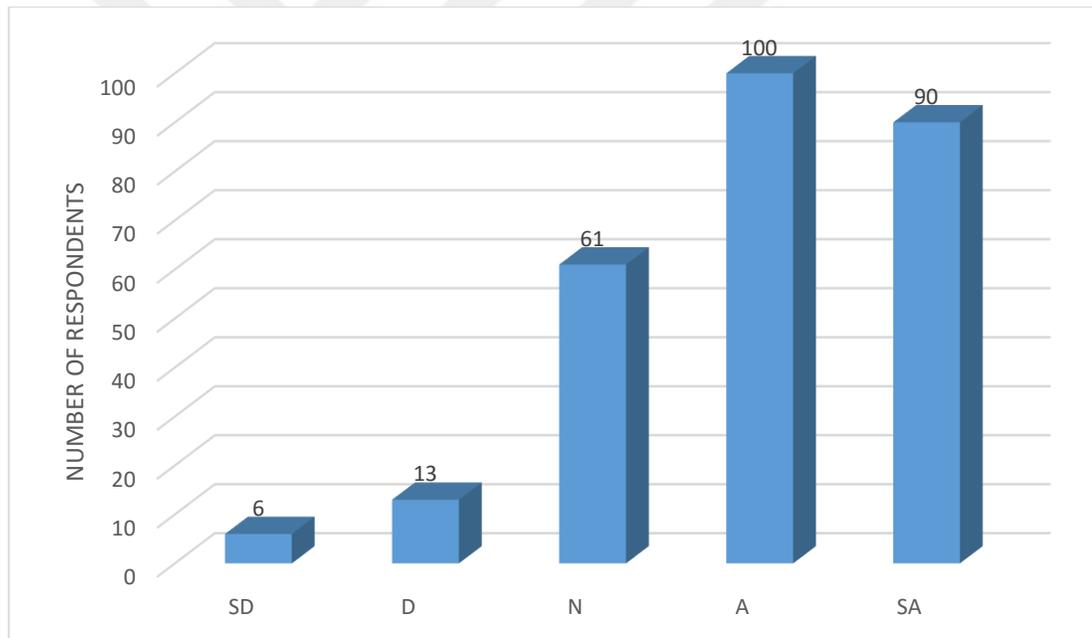


**Figure 4. 22:** When I think of pizza, mostly local pizza brands come to mind.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 11(4.1%) out of 270 respondents who strongly disagree, there are 14(5.2%) people out of 270 who disagree to the given survey statement, 58(21.5%) who are neutral, there are 124(45.9%) respondents who agreed, and 63(23.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 23:** When I think of pizza, mostly local pizza brands come to mind.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	4.1	4.1	4.1
Disagree	14	5.2	5.2	9.3
Neutral	58	21.5	21.5	30.7
Agree	124	45.9	45.9	76.7
Strongly Agree	63	23.3	23.3	100.0
Total	270	100.0	100.0	

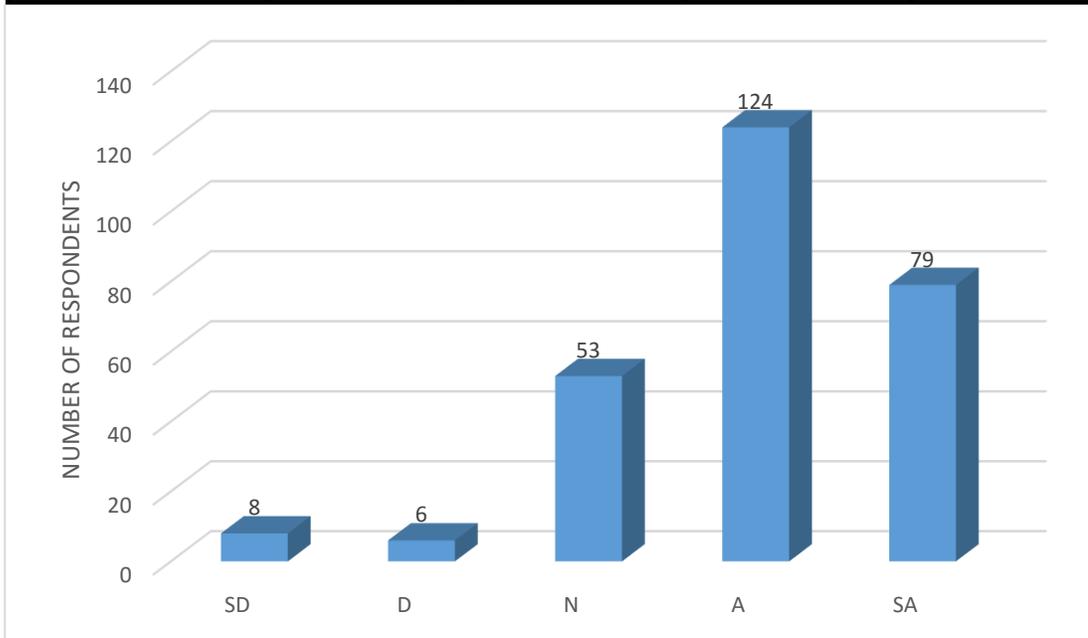


**Figure 4. 23:** I can recognize my favorite local pizza brand among other competing brands of fast food.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 6(2.2%) out of 270 respondents who strongly disagree, there are 13(4.8%) people out of 270 who disagree to the given survey statement, 61(22.6%) who are neutral, there are 100(37%) respondents who agreed, and 90(33.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 24:** I can recognize my favorite local pizza brand among other competing brands of fast food.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	2.2	2.2	2.2
Disagree	13	4.8	4.8	7.0
Neutral	61	22.6	22.6	29.6
Agree	100	37.0	37.0	66.7
Strongly Agree	90	33.3	33.3	100.0
Total	270	100.0	100.0	

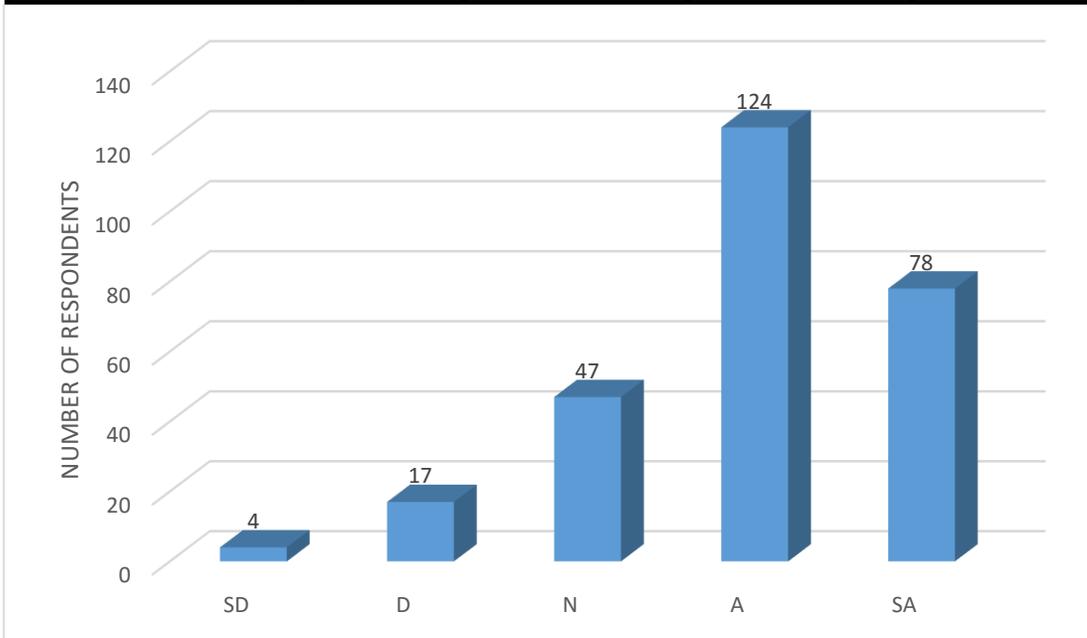


**Figure 4. 24:** I am likely to recall my favorite pizza brand when another pizza ad will pop up on the application’s page.

In the above given figure, respondents’ opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 8(3%) out of 270 respondents who strongly disagree, there are 6(2.2%) people out of 270 who disagree to the given survey statement, 53(19.6%) who are neutral, there are 124(45.9%) respondents who agreed, and 79(29.3%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 25:** I am likely to recall my favorite pizza brand when another pizza ad will pop up on the application’s page.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	3.0	3.0	3.0
Disagree	6	2.2	2.2	5.2
Neutral	53	19.6	19.6	24.8
Agree	124	45.9	45.9	70.7
Strongly Agree	79	29.3	29.3	100.0
Total	270	100.0	100.0	

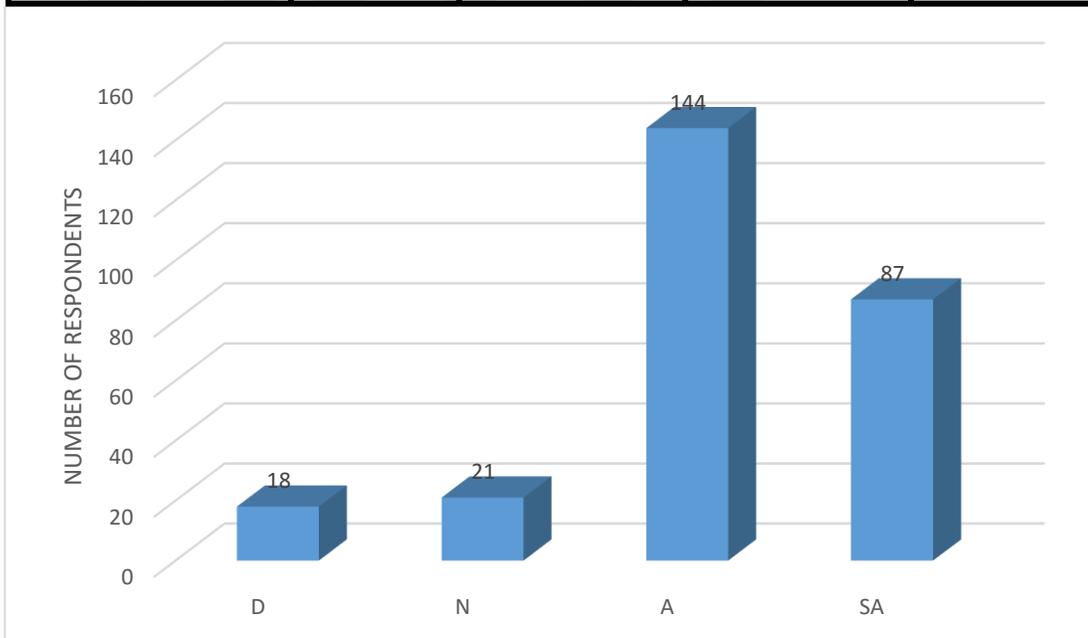


**Figure 4. 25:** I feel very confident about my ability to tell the difference in quality among different brands of pizza.

In the above given figure, respondents’ opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 4(1.5%) out of 270 respondents who strongly disagree, there are 17(6.3%) people out of 270 who disagree to the given survey statement, 47(17.4%) who are neutral, there are 124(45.9%) respondents who agreed, and 78(28.9%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 26:** I feel very confident about my ability to tell the difference in quality among different brands of pizza.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	1.5	1.5	1.5
Disagree	17	6.3	6.3	7.8
Neutral	47	17.4	17.4	25.2
Agree	124	45.9	45.9	71.1
Strongly Agree	78	28.9	28.9	100.0
Total	270	100.0	100.0	

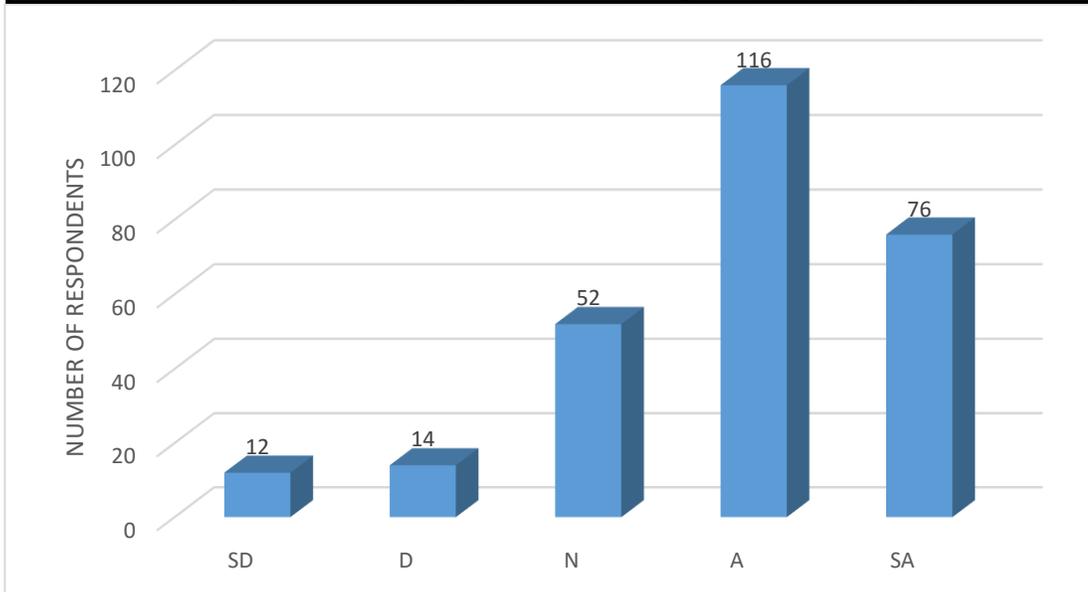


**Figure 4. 26:** If I had to order Pizza from an online food delivery application, I would need to gather very little information regarding the local pizza brand in order to make a decision.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 0(0%) out of 270 respondents who strongly disagree, there are 18(6.7%) people out of 270 who disagree to the given survey statement, 21(7.8%) who are neutral, there are 144(53.3%) respondents who agreed, and 87(32.2%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 27:** If I had to order Pizza from an online food delivery application, I would need to gather very little information regarding the local pizza brand in order to make a decision.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	18	6.7	6.7	6.7
Neutral	21	7.8	7.8	14.4
Agree	144	53.3	53.3	67.8
Strongly Agree	87	32.2	32.2	100.0
Total	270	100.0	100.0	

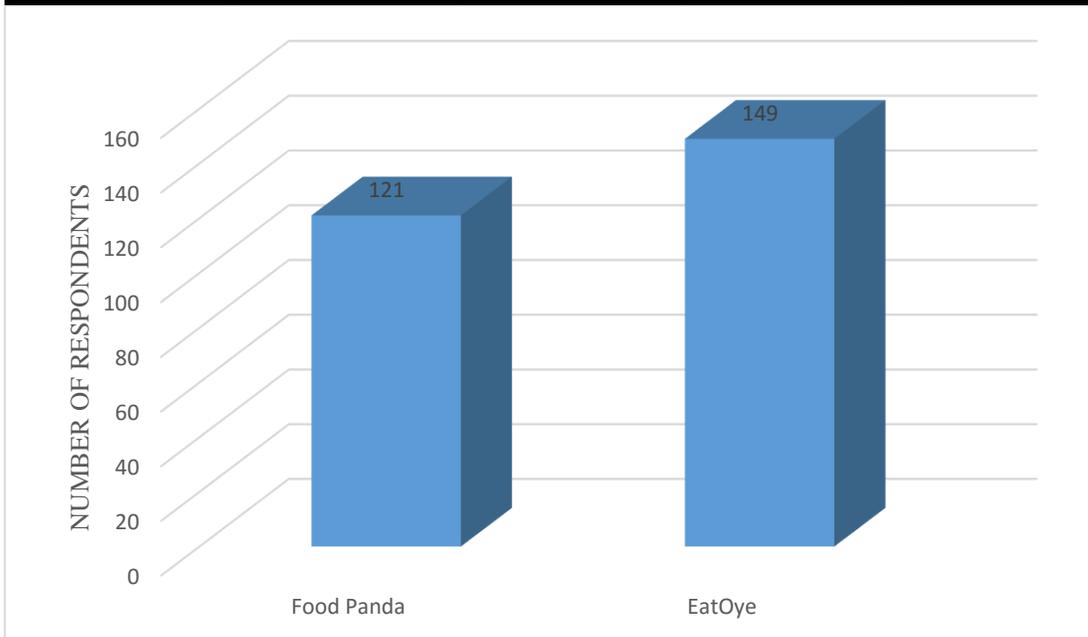


**Figure 4. 27:** I am ready to pay more for my fav local brand than other brands if the price hikes.

In the above given figure, respondents' opinion has been measured through likert scale, bar chart consists of strongly agree, disagree, neutral, agree and strongly agree. There are 12(4.4%) out of 270 respondents who strongly disagree, there are 14(5.2%) people out of 270 who disagree to the given survey statement, 52(19.3%) who are neutral, there are 116(43%) respondents who agreed, and 76(28.1%) out of 270 individuals who strongly agree to the given statement, this can be seen in the table given below.

**Table 4. 28:** I am ready to pay more for my fav local brand than other brands if the price hikes.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	4.4	4.4	4.4
Disagree	14	5.2	5.2	9.6
Neutral	52	19.3	19.3	28.9
Agree	116	43.0	43.0	71.9
Strongly Agree	76	28.1	28.1	100.0
Total	270	100.0	100.0	



**Figure 4. 28:** Which online food delivery application is efficient \_\_\_\_\_?

In this given figure, respondents answered according to their choice, Food panda consists of 44.8 % where as Eatoye is 55.2% out of total number of respondents 270. This can be seen in table below.

**Table 4. 29:** Which online food delivery application is efficient \_\_\_\_\_?

Food App	Frequency	Percent	Valid Percent	Cumulative Percent
Food Panda	121	44.8	44.8	44.8
EatOye	149	55.2	55.2	100.0
Total	270	100.0	100.0	

#### 4.4.5 Hypothesis Test

This test measures relationship between independent and dependent variable, it ranges lies between 0 to +1 or 0 to -1. If it lies in the positive range, it directs the variable is positively correlated and has got stronger relationship it states while if it lies in the range between 0 to -1 it is inversely correlated with each other.

Correlation test between independent variable and dependent variables is listed below.

**Table 4. 30:** Correlations

		Food Delivery Applications(FDA)	Brand Awareness(BA)
FDA	Pearson Correlation	1	.836
	Sig. (2-tailed)		.000
	N	270	270
BA	Pearson Correlation	.836	1
	Sig. (2-tailed)	.000	
	N	270	270

Researcher collected the data via 270 respondents, after collecting the data, it was processed in the SPSS for further analysis, after applying correlation test it showed that the significant value which is less than 0.05 advocates the positive relationship between the two selected variables and there is a positive effect of online food delivery applications on the Brand awareness of local pizza brands. The value 0.836 gives an evidence of 83.6 % of total influence by the online food delivery application over brand awareness. The significance value which is less than or equivalent to 0.05 gives an idea that there is a

possible positive relation among variables, it can be specified that food delivery application had 83.6 % effect on Brand Awareness.

<b>H</b>	<b>Hypothesis</b>	<b>Result</b>
H1	Usage of food delivery applications have a positive effect on brand awareness of local pizza brands in Karachi, Pakistan.	Accepted



## **5. CONCLUSION, LIMITATIONS & RECOMMENDATIONS**

A brand is an essential and core part of an organization's offered product and services. Uniqueness of a brand defines the pathway of an organization towards success. Whereas if a brand is not known to the general public, considered as nothing among masses, it does not carry any identity. Therefore, it is essentially important to communicate their brand's message to generate awareness. A Brand cannot be judged by its presence in the market preliminary, but to target market masses to generate awareness that how much it is favorably giving benefits to the public. This aim is usually achieved through adverse marketing promotional practices. Let's come to pizza brands in Karachi, there's an increase of businesses prevalence in every major street in Karachi, respectively in the pizza brands, locally established chains. Interestingly, all the new entrants in the domestic pizza brand market uses Below-the-line communications to enhance their promotional activities and to generate most out of it in terms of brand awareness. Limited budget for promotional activities is also a constraint. But these pizza brands organizations believe that Online food delivery applications are effective and an efficient way of promoting their respective brand names. That's why it is being observed Pizza brands are more prone towards the online food delivery application. The aim of every organization is to place their brand name at the top of their targeted audience. My research is all about explaining Online food delivery applications used by the organization, whether they are feasible to use as an effective tool or not, are they getting their desired output or not. Is it utilized as per the assumption of the organizations to create brand awareness or not.

Research is conducted to find out the relationship between Online food delivery application utilized by the local Pizza brands to create brand awareness. We came to a point of conclusion that these Online food delivery applications are actually helping organization to develop brand awareness. This particular study has selected four purposely used Online food delivery applications which are commonly used and utilized by the local

pizza brand companies in Karachi. Researcher in this study performed a survey with a sample population of 270 people who are fond of consuming pizza occasionally or regularly. The gathered data was totally entered into the software named SPSS software. On the other hand, further examination and study helped the researcher to identify the outcomes and comprehensively explain the vision of the study. To get the clear prospectus of the study, used SPSS to perform investigative analysis on it. Study has shown a positive attitude towards the Online food delivery application to create brand awareness among customers. Test was affirmed for the questionnaire by the reliability test of Chronbach's Alpha used by the researcher. Questionnaire must be credible enough to continue the further analysis of the study. Value was considered by the researcher for the further analysis which was greater than 0.60. In the test, Chronbach's Alpha test showed equaling value of 0.801, which is more than 0.6, hence it was considered as reliable and data was further eligible for the advance examinations.

Apart from that, frequency of demographics shows the participants of this research who took part in it. The research has showed the final result of male which consist of (62.6%) of the research survey whereas the female number of respondents consists of 37.4 % of the total targeted sample size of the population. Likewise, out of all, mostly the respondents were single which consists (71.9%) whereas 28.1% were married. Mostly respondents were the part of 18-25 age group consists of (68.5%) as we focused mostly universities so the respondents were mostly students. Likewise, there were some who belonged to the age group of 26-35 (28.5%) and a very tiny number of people were of 46+ which is (3%). Mostly the respondents were students (49.3%) along with the employment ratio of 30% and self-employed made up of 13.7%, respondents from the Szabist University took part in the research i.e. 38.5%. People from IU (Iqra University) consist of (20%) they are on second number, IOBM (Institute of Business management) they consist of (13.7%) on third number, Bahria University total of (6.7%) which is on fourth and rest of the universities also took part and the total percentage is of 21.1%.

Furthermore, the research conductors came up with if there is a relation between the selected dependent and independent variables. They come to a conclusion of positively correlation exists between online food delivery applications and brand awareness. Conclusion came up with the result of Correlation which is 0.836. It has been taken as an

element of quality of the future prediction for dependent variable which is Brand awareness. The 0.836 value concludes the good prediction. It is observable that the value which signifies is less than 0.05 finalizing the point which is about the effect of independent variable over the dependent variable. Hence we conclude that there is an impact of independent variable over dependent variable. i.e. Online food delivery carries 83.6% of impact over Brand awareness.

After going through the whole process of regression analysis for the survey, it can be determined that Online food delivery application consists of highest level of influence for creating Brand Awareness for Pizza Outlets in Pakistan. This shows that to create brand awareness it is the most efficient Online food delivery application tool to apply and could be utilized by the Pizza Outlets owner who would like to promote their products and feasible to create brand awareness. People are destined to see cost vs benefit, they prefer more value in less price and the outcomes from the conducted research has proven that.

A collective role by the online dealers has been played to organize and channelize the customers towards brand awareness of the pizza Outlets in Karachi. Although, there's a minor role for creating the brand awareness by the old fashioned way of promotional activities.

Thus, it can be finalized that after conducting this research, Effects of Online food delivery applications on Brand Awareness of local Pizza brands and outlets in Karachi is measured and effectively influenced by the Online food delivery applications, it is the main source of generating brand awareness which is utilized by the Pizza Brand owners. It was conducted to determine the correlation among the Online food delivery applications and Brand awareness. After the careful analysis of data which was collected through the targeted audience, a vibrant relation can be seen between Brand awareness and Online food delivery applications.

The conducted research was focused on one independent variable, which is sales promotion, online food delivery applications. Similarly, apart from this variable, there are more Below the line communication strategies which can be studied and researched. Such as, individual research can be conducted for Direct post mail marketing technique, Going to home, door to door, Outdoor events marketing, tele marketing and so on. It is observable and can be further studied whether those below the line activities have got any effect on

Brand awareness or not, or can it be useful to create brand awareness for the targeted customers. Likewise, this research was all about and specifically for the different Pizza outlets and brands in Karachi. A future research is awaited and can observe furthermore products and food items and try to observe the effects of Online food delivery application on them, several other independent and dependent variables can also be gathered to study more. Future market studies can also be the part of the next research; different industries are also blooming in Karachi which can become the concern for study. Separately from this study, Karachi was the main focused city, whereas other cities and areas can be explored as well to get the outcomes according to the aim of the study. By selecting different sample size and going to different regions, it can evaluate and provide incomparable amount of knowledge.

Coming to the end of the recommendations part, this conducted research was comprehensively relying on the youngsters of Karachi, mainly universities were involved, in the near future the same study can be conducted among the other demographics and income groups. Further studies can also be the main concern for the middle aged people who are more tend towards home based food, a qualitative study can also be launched for the further understanding of our research.

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Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-287  
Konu : MUHAMMAD HAMZA LAIQ'nin Etik  
Onay Hk.

12/01/2018

Sayın MUHAMMAD HAMZA LAIQ

Enstitümüz Y1412.130012 numaralı İşletme (İngilizce) Anabilim Dalı İşletme Yönetimi (İngilizce) Tezli Yüksek Lisans programı öğrencilerinden MUHAMMAD HAMZA LAIQ'nin "THE EFFECTS OF BELOW THE LINE COMMUNICATIONS ON BRAND AWARENESS IN THE FAST FOOD INDUSTRY OF PAKISTAN: A STUDY IN KARACHI, PAKISTAN" adlı tez çalışması gereği "Brand Awareness Effects" ile ilgili anketi 26.12.2017 tarihli ve 2017/23 sayılı İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.

Bilgilerinize rica ederim.

Prof. Dr. Özer KANBUROĞLU  
Müdür V.

Evrakın Doğrulmak İçin : <http://evrakdogrula.aydin.edu.tr/en/VisionDogrula/BolgeDogrulama.aspx?V=BE6EHNM5>

Adres: Beşyol Mah. İnter Cad. No:38 Sefaköy, 34295 Kaçıkçakmece / İSTANBUL  
Telefon: +90 212 444 1 428  
Elektronik Ağ: <http://www.aydin.edu.tr/>

Bilgi için: NESLİHAN KUBAL  
Urvanu: Enstitü Sekreteri



## CV

### MUHAMMAD HAMZA LAIQ



#### PERSONAL INFORMATION

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**Date of Birth** 11.08.1990  
**Address** Karachi, Pakistan.  
**Marital Status** Single  
**Phone** +905061641738, +923453204882  
**E-Mail** [hamzalaiq@hotmail.com](mailto:hamzalaiq@hotmail.com)

#### EDUCATION

<b>Years</b>	<b>University</b>	<b>Department</b>
2010-2013	Iqra University, Karachi	Business Administration
2014-2018	Istanbul Aydin University	MBA in English

#### WORK EXPERIENCE

<b>Years</b>	<b>Company</b>	<b>Position</b>
2011/06 - 2011/09	AUA Solutions, (Pakistan)	Research Executive
2012/07 - 2012/08	Trojans Pakistan	Intern
2013/08 - 2013/10	Munir Group, (Pakistan)	Intern
2014/05 - 2014/08	Pakistan International Airlines	Intern
2015/01 - 2015/06	Istanbul Aydin University	English Activity Teacher

2015/09 - 2016/06	BogazHisar Koleji, (Turkey)	English Teacher
2016/07 - 2016/09	TÜZDER, (Turkey)	Activity Teacher
2016/09 - 2017/02	Dilkent English House, (Turkey)	English Teacher
2017/04 - Present	TCS Express & Logistics, (Pak)	Service Ambassador

**Responsibilities:**

- Self-confidence development while doing several English language exercises.
- Co-ordination Tasks, English Teaching from grade 1 to grade 8.
- Conducting extracurricular activities.
- Language Skills development among Turkish Students, Stress Management.
- Conducting various speaking activities.
- Vendor management, Customer Relationship Management (Yayvo.com).
- Order placements on Magento (Dropship Model), Fishry and Customer-Pro.
- Consignment tracking, Lodging complaints.
- Maintenance of staff regulatory work.
- Learnt about the manufacturing cycle of leather products.
- Recognition of Key Success Factors in Manufacturing.
- Ability to deal with different circumstances in a professional and polite manner.
- Fully responsible for all aspects of all departments.
- Monitor the co-ordination between all departments for smooth & efficient operations.
- Assessing and reviewing customer satisfaction and service recovery process;
- Providing timely and constructive feedback to all direct reports as and when required either formally or informally.
- Be on available on call 24 hours a day to resolve any urgent problems on emergencies.
- Dealing with customer complaints and comments.
- Purchase orders and receipts and maintains the condition of the TCS company.
- Tracks inventory and approves supply orders.
- Making solutions in difficult circumstances.
- Keeping positive and friendly atmosphere in the work environment.
- Monitoring situations and having the responsibilities for daily operations.

## **LANGUAGES**

<b>Urdu</b>	Native
<b>English</b>	Official Language
<b>Turkish</b>	Fluent
<b>Punjabi</b>	Fluent

## **COMPUTER SKILLS**

MS Word, Excel, Power Point, Outlook  
Megento, Order placement software  
Customer Pro, Customer complaints manager  
Fishry, Order placement management software  
PeachTree, Accounting  
Adobe  
SPSS

## **DRIVER LICENCE**

Light vehicles and Motorcycle

## **KEY SKILLS**

Leadership Skills  
Presentation Skills  
Planning, maintaining and controlling  
Networking, training and communication skills  
Team building and motivation  
Highly energetic person  
Ability to assess, plan and organize  
Self – starter  
Communicative and administrative skills  
Supervising

Making things happen

Work well independently and as a team member

