

Intervening Effect of Social Media Advertising between the Relationship of Brand Awareness and Consumer's Online Buying Decisions among the Students of HEI's Of Sindh

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Abstract

The study was intended to measure the impact of brand awareness on the consumer's decisions to purchase any product by the means of SMA and explored the relationship between the SMA and the brand Awareness. The study was descriptive and quantitative in nature and the primary data was collected from the students of 7 public sector universities of Sindh by the method of proportionate method of sampling and 350 respondents has participated in survey. Data was analyzed with the help of Amos 20 version, in which regression weights and the fit indices were performed to check the validity and reliability of the data. The good of fit indices confirmed the factor's combination. It has been concluded that the brand awareness has direct and significant impact on the online buying decisions and the mediation of SMA intensifying such relation and make addition in the brand awareness.

Keywords: Brand Awareness, SMA, Online buying decisions.

Introduction

Brand awareness is the most essential term in the marketing management. Farquhar (1989) was first to recognize the importance of brand awareness. He narrated that the value could be added in the product through the brand awareness. (Kapferer, 2005 and keller,2003) says, services or products which brings directly or by other means to customers close, is the result of brand awareness. By the academicians, the brand awareness has two perspectives which has been studied: one is financial and other is customer perspective. Farquhar et al. (1991) the financial perspective of the brand awareness can be evaluated through the assets and market value of a company and from the customer perspective brand awareness can be judged through the customer's reaction about the name of brand. The concentration of this research is on the point of view of customer or perception of brand evaluation. Mahajan(1991) states

brand awareness which is customer based is divided in further two perspectives: consumer behavior and consumer perception.

Mahajan (1991), states brand awareness which is based on customer can be evaluated through the customer perception. On contrary the Farquhar (1989) states that customer attitude can be changed through the brand awareness for a product. Whereas Keller (2003) argues that knowledge of brand is the combination of brand awareness and brand image. Blackson(1995) says that brand definition must consisted of subjective brand and objective brand that contain brand image, brand attitude and the personality characteristics. Dev and Prasad (2000) define that the degree of brand awareness can be measured through the perceived quality, loyalty and the association. In contrast of the many researches related to brand awareness which suggest brand awareness as a dimension of the brand equity, it is observed that brand awareness is a board term which can be defined separately from the brand equity.

Billions of people are using social networking sites in all over the world. As the objective of research is to enhance the brand awareness by using social media but this concept looks new to the marketers and in this field there is a lacking in in-depth analysis. Still it is not clear that how social media can be properly used for brand awareness or to increase the brand awareness, how consumers can be involved in the brand awareness building process i.e. the process to communicate that will enhance the brand awareness and maximum will be achieved. The dire need is to explore the recently developed social media modes for the effective brand awareness. This research has explored a way and communicated the importance of social networks in building brand awareness.

The fundamental essence of social networking in building brand awareness

Ulusu (2010), states that Brand can take advantage of the SMA because it is the reputation building tool for brands, it will help to increase the sales, it can involve customer's in the creation process of brand reputation, it will expand awareness level about the brand and positive association can also be provided by the SMA and also increase the loyalty of consumer towards a brand.

Brand Image

Schau, Muniz & Arnould(2009) argues that brand image is most important element in the buying decision, it is the brand image that makes a consumers to buy the product online only keeping in the mind, the image of brand.

Keler (2009) define the brand recognition as a medium of brand awareness, it is the recognition that makes a mind set to purchase a product online or in the stores on the spot.

SMA is key success factor in the brand awareness campaigns, because of many facets. SMA is an online marketing tool to attract the customers, Patterson (2011).

In recent, brand awareness is impossible without the Social media due to the discontinuity of the traditional advertising modes. Advertising has shifted to social media and it is the possible way to survive further in the current global market, Adjei (2010) .

Brand and consumer communication

Hollenhorst & Michael (2009), says after existence of the social media the wish of consumer will decide about the brand. How brand will be interpreted it will decide a customer. Companies would have to

decide the ways to communicate a message about brand that how their brand could be viral among the consumers.

Woerndl & Papagiannidis(2008), companies have to be ready for the fierce competition regarding the brand awareness and make strategies to communicate about their brand through the social media.

Literature Review

Social Media

Billions of people are using social networking sites in all over the world, Bronner & Hoog (2010). Quelch & Jocz (2008), increase in global markets, the marketing have led to move from the traditional ways of promotions and advertisements, it just because of the technological advancement. Researchers think that the major expanding is possible through the social media, which empowers a consumer to take the product of its own choice.

Bambauer-Sachse & Mangold (2010). The trend of social media has changed the way of consumer's thinking. It is the dominant factor which enables consumers to take online decision at their homes.

One of the key sources for gaining the latest ethical market competition is the potential for a brand, such as social media to raise awareness of the employment brand. The real environment requires operational integrity that requires a lot of responsibility in the process of branding and technical communication, as they (clients) help influence brand expression in their construction, distribution, development and representation. To gain more power.

Byron (2008), Hong-Thora, Gunner, Walsh, and Greilmer (2004), Krak ́w (2008), Levine, Goldsmith and Pan (2005), Kozietz, Welk, Wennicki and Wilner (2010) Pahi MH, Hamid, Ahmed, Umrani (2015). MyTouch is powerful and inexpensive in MS platforms. At the time of the company's short run, there are no messages currently available to use in such a power, they will be involved in the distribution of information or become a brand or company lawyer. However, companies need to know that managing information online can positively and negatively impact information management.

As a research object, communication in social media for awareness of employment through employment is not new. Thus, there is no sense of scope in this field. While it is unclear whether MS will be used properly to improve knowledge, consumers will know how to tolerate MS in the browsing process. Therefore, through the current network, it is popular and in line with other channels, through which the study of consumer involvement in the awareness building is needed.

Brand Awareness and SMA

The purpose of the research is to model and experimentally test a model designed to create community awareness through communication in SMS.

Social media depends on the wants and needs of the browser. Consumers decide to create a template that is designed between a brand and a decision. Companies should tolerate tolerance when a message is communicated like a virus..

Holland Hashfuss and Michael (2009), Pahi, Hamid, Khalid (2016) and Wornel, Papagenstein, Bouroux, and Lee (2008) analyze the environment, interact across platforms, review resources used in other brands, and provide an analysis (target group), of appropriate channels. Examine; the basic ideas of the message, the frequency and content of the message in the communication and user engagement). Corporate (2011), Blanchard (2011), Murdo (2009), Hollenhorst, Michael (2009), Companies have a duty to analyze the performance of MMC actions (analysis, student research, planning, preparation), processing evaluation). , Encouraged the company to follow the general strategy of the company (Erich, Padman, Sandler, 2008, Blood 2010). Once the browser profile has been created on the appropriate platform and has begun to "talk", it is important that such communication will not always succeed, as the relevance in social media is costly and dependent on desire.

Consumer-Based Communication

Social media has been creating content for consumers (Manz & Shaw, 2011; Kaplan & Hallin, 2010), so consumers are now consciously accepting press releases and information about the product (Lee & Barnhart, 2008).

While the typical chat lounge is often faced with negative comments, they are more likely to attract negative results from the consumer brand. An indication of negative behavior can reduce endurance awareness. Similar results, such as Cullen, Nate Myers, and Biswas (2006), may be due to the inclusion of fewer brand purchases. Although companies should not count on company loyalty with high costs, BA's online proposals can be significantly reduced.

Although a company does not have direct control over how it communicates with users, it can influence customer discussions or discussions. Bernard and Haag (2010), Bamboiser -Church and Mangold (2010) recommend continuous monitoring of word-of-mouth communication, which has been carried out with traditional marketing surveys. Follow negative comments about the brand and adjust it to your credibility and credibility (data validity); Monitor positive and negative comments on popular opinion platforms, monitor it. To put this information in perspective, marketing professionals can anticipate that potential consumers will be confronted with overwhelmingly negative, acceptable comments about the brand. When this probability is high, companies should follow compensation procedures that create appropriate communication challenges so that they are trying to change the consumer in a negative way.

Customer to customer communication

Frontier and Avery (2011), Peterson (2011), Becker and Eng (2010), Bardo and Meehan (2010) users will respond directly to the message and also delivering and interpreting the message. For other users, who can reply directly to the sender, respond or forward with their own interpretation. Hollenhorst (2009), says after existence of the social media the wish of consumer will decide about the brand. How brand will be interpreted it will decide a customer. Companies would have to decide the ways to communicate a message about brand that how their brand could be viral among the consumers.

Woerndl & Papagiannidis(2008), companies have to be ready for the fierce competition regarding the brand awareness and make strategies to communicate about their brand through the social media.

Communication is most useful in SMS when resonance is created such as the possibility of daily or communication between customer and brand and guarantee impression. Hendricks (2009) believes that a strong form of competence will arise in the online environment when consumers connect to the brand

through an MMM. This approach goes on to build a strong brand support brand that will represent you in the SMS of other websites. Such interaction between a browser and a customer can increase customer engagement for the brand. Communication in SM can be great for endurance when recipient performance is achieved (2009). Companies working in the company should be well-versed in all the strategies that support the patience of SMS and implement consistent communication goals in the control of their continuous planning. Brand awareness is the most essential term in the marketing management. Farquhar (1989) was first to recognize the importance of brand awareness. He narrated that the value could be added in the product through the brand awareness. Understanding, brand meanings are based on the comparison and strategy of browsing and both pass through the social construction associated with consumer perception. (Campellillo, et al., 2014). Social thought is one of the most important aspects of browsing, how marketing is thought. Whether looking at Nike products or electric vehicles, the messages used in the message strategy safeguard the message defenses that consumers use to determine their purchasing decisions. (Kapferer, 2005 and Keller, 2003) says, services or products which brings directly or by other means to customers close, is the result of brand awareness. By the academicians, the brand awareness has two perspectives which has been studied: one is financial and other is customer perspective. Farquhar et al. (1991) the financial perspective of the brand awareness can be evaluated through the assets and market value of a company and from the customer perspective brand awareness can be judged through the customer's reaction about the name of brand. The concentration of this research is on the point of view of customer or perception of brand evaluation. Mahajan (1991) states brand awareness which is customer based is divided in further two perspectives: consumer behavior and consumer perception. Campillo and Meeting (2014) maintain that social influences influence brands, including people with brand and social pressure, as well as others in social messaging. Browsing-related costs are influenced by the components of the browsing process, including brand messaging and brands. Cllr (1993) Consumer knowledge of brand knowledge is regulated by the marketing messages of the brand and their product and consumer response. Brand awareness studies generally seek to influence brand consumers' perceptions and decisions. Aaker (1997) maintains that this brand is based on a tendency to influence message reception. Iker defines the personality of a brand, which includes a brand and an attribute of unity. Brand personality is defined as "the set of human characteristics associated with the brand" (p. 348). For example, the advertising message that links to it is "Absolut Vodka" as "chicken, hip, contemporary," to describe stool vodka as "intellectual, conservative" and older. The products are made and they are sold by the merchants. 1997).

Buying Decisions

The personality of the brand can include such qualities as "sincerity, motivation, ability, psychological and neutrality" (Ecker, 1997, p. 348). Consumers tend to build relationships between their products and the relevance of a product created by a branding (Eker, 1997). Because the influence of a brand on consumer behavior is linked to perceptions of brand unity and the memory of specific electronic components, research has shown that psychological factors have a strong influence on the explanation of the impact of marketing strategies (Takada, 1997, 1993). Mahajan (1991), states brand awareness which is based on customer can be evaluated through the customer perception. On contrary the Farquhar (1989) states that customer attitude can be changed through the brand awareness for a product. Whereas Keller (2003) argues that knowledge of brand is the combination of brand awareness and brand image. Blackson (1995) says that brand definition must consisted of subjective brand and objective brand that contain brand image, brand attitude and the personality characteristics. Dev and Prasad (2000) define that

the degree of brand awareness can be measured through the perceived quality, loyalty and the association. In contrast of the many researches related to brand awareness which suggest brand awareness as a dimension of the brand equity, it is observed that brand awareness is a board term which can be defined separately from the brand equity. Blackson(1995) says that brand definition must consisted of subjective brand and objective brand that contain brand image, brand attitude and the personality characteristics. Dev and Prasad (2000) define that the degree of brand awareness can be measured through the perceived quality, loyalty and the association. In contrast of the many researches related to brand awareness which suggest brand awareness as a dimension of the brand equity, it is observed that brand awareness is a board term which can be defined separately from the brand equity.

Researchers have shown that social media platforms include various brands that allow interaction between a brand, users, the voice of electronic tweets, peer groups and the content they create. Support customer engagement and total value creation (Fryer, Axel, Metzger, & Jozmi, 2009; Largo, Habibi, Richard, & Sankaranarinen, 2012; Skivsky, Krisodolics, & Debrocki, 2016). The focus on cost and the value of creating a social media application has become an element of the marketing and branding process in modern ways.

There are some powerful tools associated with the use of social media to create social value for users' decision making. Specific expectations and knowledge of a society can influence decisions around knowledge and provide consumers with a way to understand brand information. In the same light, peer interaction and social mechanisms can also affect how content trust is perceived (Wang, Yu, Wai, 2012). In general, advertising is more linked to the power of affiliate advertising and social mechanisms than content in the advertising segment, in addition to pricing and purchasing decisions. These factors believe that value is linked to the brand awareness and support of the mechanism by which awareness, and these factors influence how a business responds to a brand or brand.

Buying Decisions and SMA Influence

In the rise of social media, there has been a major shift in the way consumers interact with awareness and create a connection between endurance awareness and purchase. As the process progresses, the evaluative structure and decision-making strategy become more individualized and can be further enhanced. For example, if a user is looking at a device driven on the Internet, they can immediately control up to 7 different brands on a specific, information-based basis. They may also regulate these brands, as social media changes the perception associated with brand-specific consumer advertising, and social mechanisms (Hutter, Houts, Dewhart, & Full, 2013). Once the user moves on to the next stage where a factor immediately replicates their reaction, the decision can be made based on another concept incorporated by social media, including their needs, values, and benefits. , Interest in their social gatherings (Hutter, Haute, Dardrett, & Fuller, 2013; Yossel, Blum, & Yossel, 2014; Ahmed, Salman, Malik, Streimikiene, Soomro, Pahi, 2020). Decisions are not always selecting a product. Most users see social networks for your product and browser or product specifications.

Marketing and advertising will be implemented the old-fashioned way while effective social media is gaining competitive advantage. "Cultures, organizations create ads and customers use them. Advertising intentions are reasonably clear: organizations use these messages (usually broadcast or media printers) to present their content.

"Media creators are often personally involved on consumer products, experiences, suggestions and promotions, about products, brands, companies and services, usually on the Internet, on Internet discussion boards, forums, Usenet newsgroups and blogs. , Videos, pods and other forms of media "(Krishnamurti & Dave, 2008 and Khalid, Pahi, Ahmed, 2016).

"Day-to-day social day-to-day is the culmination of an ongoing relationship between consumer and brand storytelling, which promotes consumer-brand relationships, helps businesses reflect common themes in consumer opinion, and engage. Interact with online content" (Ashley & Tinney, 2015 and Pahi, Hamid, Ahmed and Umrani 2015).

Problem Statement

The researches in previous not considered the SMA with the brand awareness and only measured the impact of brand awareness on the decision making, with the two main variables brand recognition and brand recall and some other determinants just as brand image and top_of_mind was not examined together but this study has identified that the brand awareness has not studied with respect to the SMA and other dimensions of brand awareness and buying decisions.

Study Objectives

To study the mediating impact of SMA between the brand awareness and consumer's online buying decisions.

1. To explore the effect of Brand Awareness on the consumers online buying decisions.
2. To explore the relationship between Brand Awareness and SMA.
3. To Explore the Relationship between the SMA and Online Buying Decisions of Consumers.
4. To explore the mediating role between the Brand Awareness and the online buying decisions.

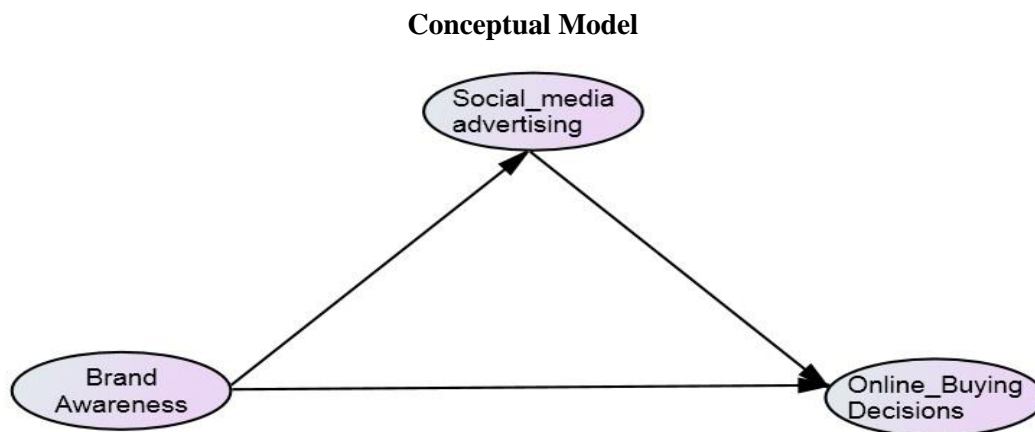


Figure.1

Hypothesis

H1: Brand Awareness has positive and significant impact on the consumer's online buying decisions.

H2: Brand Awareness has positive and significant relationship with the SMA.

H3: SMA has positive and Significant Relationship with the Online Buying Decisions.

H4: SMA mediates the Positive relationship between Brand Awareness and the Online Buying Decisions.

Research Methodology

Research Design

Study is cross-sectional and quantitative.

Population Design

Population for study is all the Male and Female Students of HEI's of Sindh.

Total number of HEI's in Sindh is seven.

Table.1

S.No	Name Of University	Total No. Of students enrolled	sample selected
1	SMIU Karachi	588	3
2	University of Sindh	26948	145
3	University of Karachi	27277	147
4	SALU Khairpur	11487	61
5	IBA University Sukkur	3358	18
6	BBSU Karachi	1202	7
7	SBBU SBA	345	2
	Total	71205	383

Data collection: Data was collected through the primary source of data collection which was a survey questionnaire based on the 5 points likert-Scale.

Sample size: The sample of 384 was selected for the study. 23 questionnaires were not returned by the respondents, two was left blank and 9 were not properly filled.

350 questionnaire were returned completely and the analysis were done on the properly filled questionnaires for the accurate results

Measures

Following adopted and modified questionnaires were used for data collection

For SMA **Ivana Domazet**, (2017)

For Brand Awareness **Ivana Domazet**, (2017)

For Buying Decision **Zarlish Shahid**, (2017)

Results & Discussion

Descriptive Statistics

Table.2

Gender of Respondents

		Frequency	Percent
Missing	Male	225	64.3
	Female	125	35.7
	Total	350	100.0

The number of male respondents from the sample is 225 which are the 64.3 percent of the total sample. The percent shows that the majority of respondents were male. The female respondents were 125 which is the 35.7 percent of the total sample and the female participation was low as compare to male participations.

Table.3

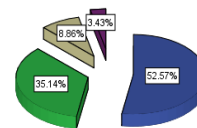
Graph.1

Qualification of respondents

■ Bachelors
■ Masters
■ MSIMPhil
■ PhD

Qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelors	184	52.6	52.6	52.6
	Masters	123	35.1	35.1	87.7
	MSIMPhil	31	8.9	8.9	96.6
	PhD	12	3.4	3.4	100.0
	Total	350	100.0	100.0	



The Frequency shows that the participant who holds the bachelors degree was 184 which is 52.6 percent and the Master holder was 123 which is 35.1percent in number as compared to the MS/MPhil degree holders who were 31 which is 8.9 percent. The Ph.D participants were as low as twelve in number which is 3.4 percent of total sample.

Table.4

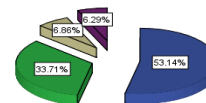
Graph.2

Age of Respondents

■ 18-25Years
■ 25-30 Years
■ 30-35 Years
■ Above 35 Years

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25Years	186	53.1	53.1	53.1
	25-30 Years	118	33.7	33.7	86.9
	30-35 Years	24	6.9	6.9	93.7
	Above 35 Years	22	6.3	6.3	100.0
	Total	350	100.0	100.0	



The age of respondents shows that the participant who were between the age of 18 to 25 were 186 which is the 53.1 percent. The participant between the age 25 to 30 were 118 in the number and which is 33.7

percent, and the 24 participants were 30 to 35 of age which is 6.9 percent and the 6.3 percent means 22 participants were above the age of 35 years.

Confirmatory factor Analysis

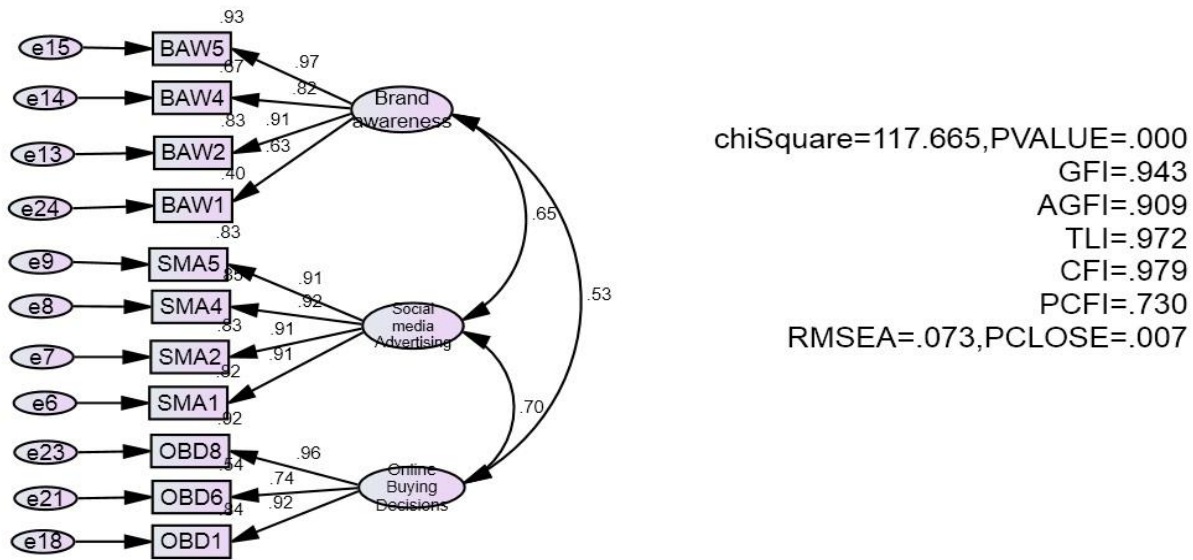


Figure.2

The variables were three in number for the confirmation of the model fit indices. The variable brand awareness is used as the independent variables where as the SMA is used as the mediating variable and the online buying decisions is used as the dependent variable. According to the results of CFA of model the ChiSquare is 117.665 where as PValue is also .000 which shows the significance of model. The GFI value must be below 1 but not less than .85. the the value of this model is .943 where AGFI is .909, TLI is .972, CFI is .979, PCFI is .730, RMSEA is .073 and the PClose is also .007. all value are in the domain of the values which proves a model fit. According to the mentioned value the model is fit.

H1. Brand Awareness has positive and significant impact on the online buying decisions.

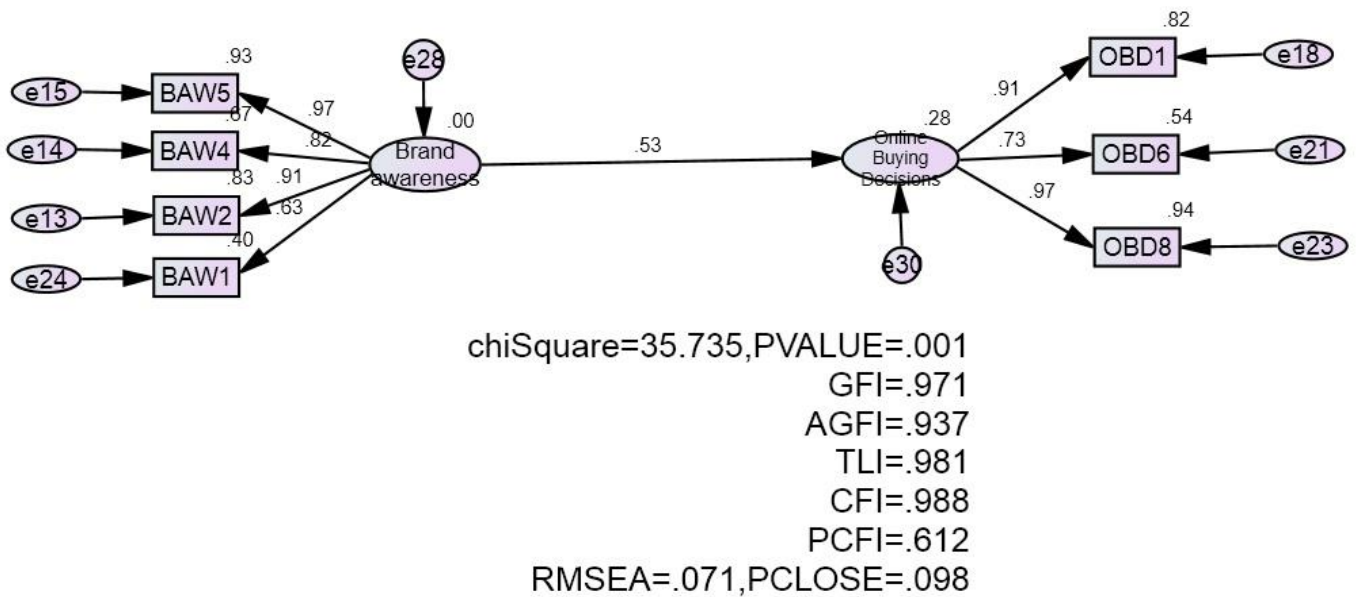


Figure.3

The figure shown supports the H1 that brand awareness has positive and significant impact on the buying decisions, and the significance value between the brand awareness and the buying decisions is .53 which supports the above hypothesis because the value shown is positive as well as significant. Hence it is proved that the H1 is accepted.

H2. Brand Awareness has positive and significant relationship with the SMA.

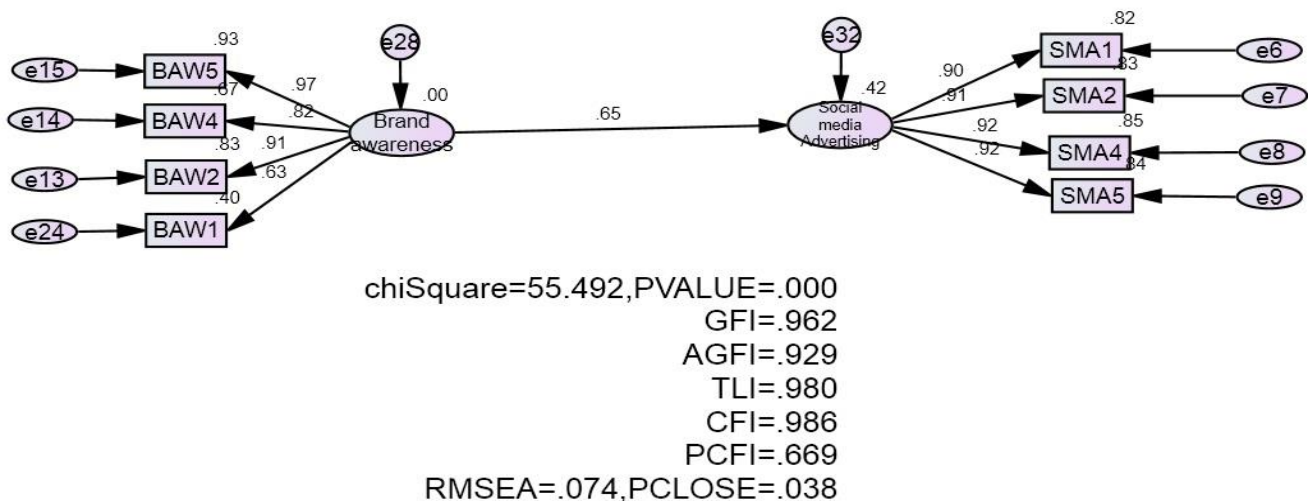


Figure.4

The direct relationship between the Brand Awareness and the SMA is .65, which is positive and significant and the H3 proved and supported.

H2. SMA has significant and positive relationship with Online buying decisions

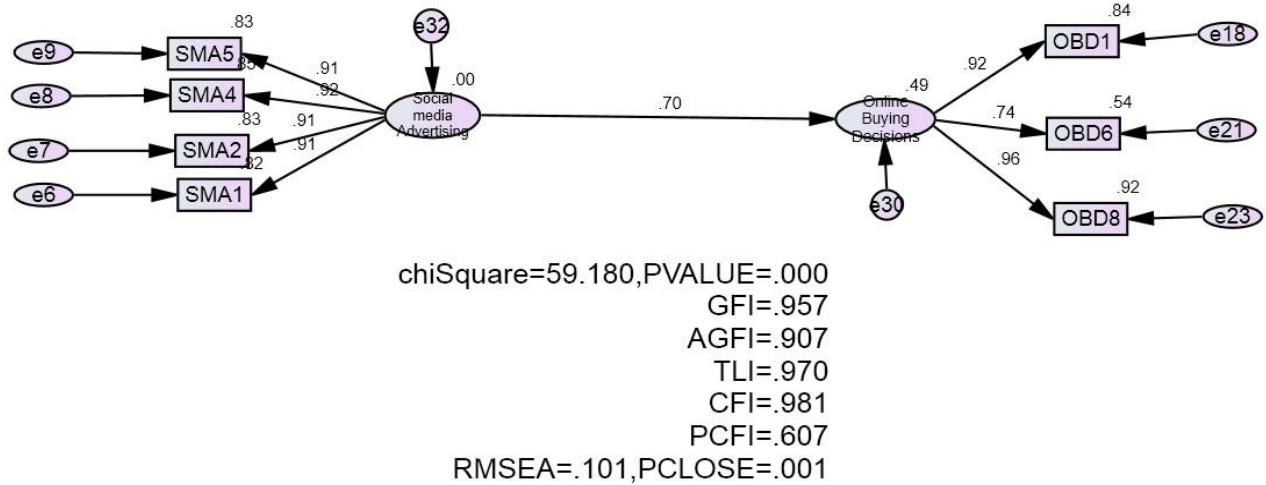


Figure.5

The H3 is supported by the values which is .70. The path A value shows the positive and significant relationship between the SMA and The OBD the direct effect of SMA is also Positive and significant on the OBD. Hence the H3 is supported.

H4. SMA significantly mediates the positive relationship between the Brand Awareness and the online buying decisions.

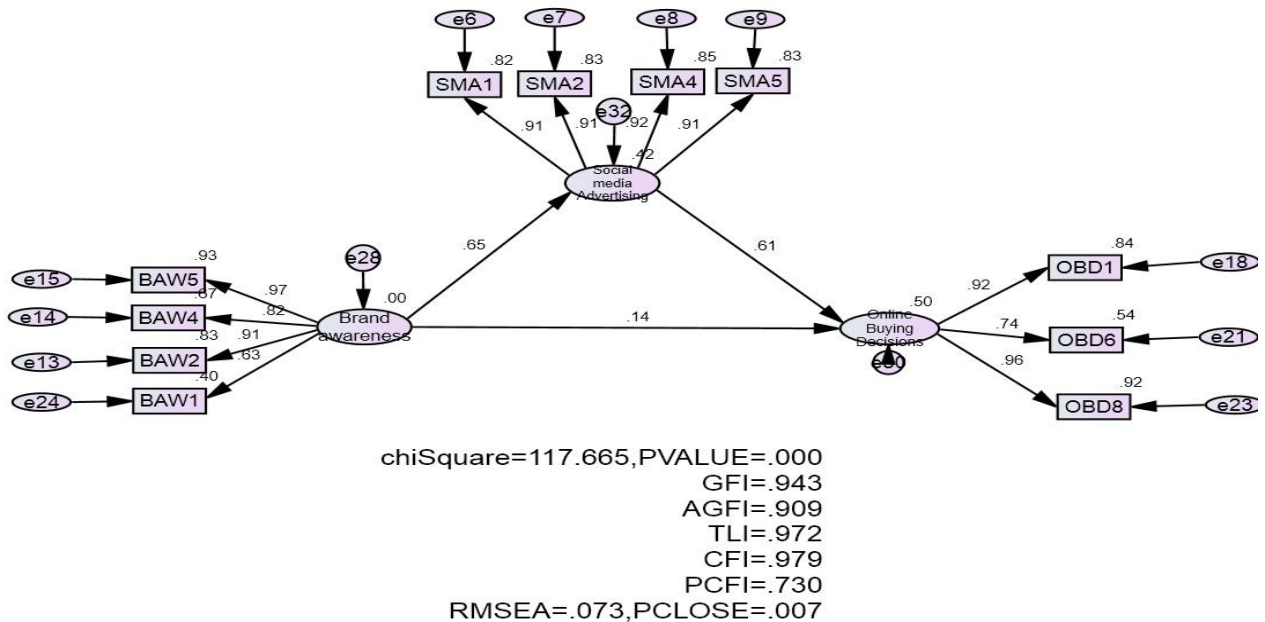


Figure.6

The effect between the brand awareness and the social media which is path A is .65 and the effect between the SMA and buying decision is .61 which is path B. the total indirect effect is .3965 and direct

effect is .14 which means the indirect effect is > direct effect. Hence the H4 proved as accepted because the social media significantly mediates the positives relationship between the brand awareness and the online buying decisions.

Conclusion

Developing Brand awareness is the need of time. Managers all over the world should actively promote and improve the brand awareness among the customers to enhance their purchase intentions. This study has concluded that SMA has power to change the purchase intention of consumers so the marketers have to develop the strong marketing setups to survive further in the world. These efforts will more expected to be useful if these practices are accompanied by communication about the brand to the targeted customers. This study will help industries to focus on the brand awareness through SMA which will increase the purchase intentions and make customers to buy their brand.

Limitations and Future directions

This study intended to test the effect of brand awareness on purchase Decisions of consumers. The study mainly focuses on Brand Awareness in general. Moreover we didn't have adequate time and resources to study the all components of Brand awareness which influences the buying decisions and further research can be conducted on the different dimensions of Brand Awareness which affects the Buying Decisions of Customers. Finally, it is obvious that researchers didn't have the access to top management which could to identify the type of strategies adopted by the companies to enhance the purchase intention of their brands.

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