

“(Social Media Audit of Coffee Planet Bahria Town Phase-7 Islamabad to build its Brand Credibility & Brand Image.)”



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Allah, The Almighty, is the only One deserving of all praise and glory, for He is the only One who can set our path straight. Muhammad (P.B.U.H), the Last Prophet of Allah Almighty is the one who show mankind the path of enlightenment.

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ABSTRACT

The project takes in to its fold social media audit of Coffee Planet Bahria Town Phase 7. In order to enhance practicality and professionalism in approach an in-depth analysis is conducted that how social media can totally reshape a brand, its image, customers and revenues. The small research enabled us to review the present standing of Coffee Planet phase 7 outlet. Furthermore, as a group we have monitored various factors while auditing such as brand reachability, brand credibility and brand believability at which most of the brands in our country lack. In addition social media being a platform to interact with customers and critics so in that regard how it can reshape the destiny of the business. We have provided a couple of recommendations at the end through which excellent results can be reached just by finely tuning the social media presence of Coffee Planet.

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Chapter No 1

1. Introduction

1.1 Background

In today's business market, only those companies can survive who have an ability to analyze their customer's needs and satisfy them on time. Therefore, every company is continuous search to find out such type of methods and techniques and adopt such type of strategies through which they become able to identify the individual needs of customers and customize their products or services according to their needs, which interns enable them to maximize their sales and profit (Gummesson, 2012).

Gaining customer loyalty is very important in today's highly competitive and highly turbulent environment. Relationship marketing is the most effective way to be in touch with customers to identify and analyze their emerging needs and also make strategies to efficiently satisfy those needs and make them their loyal customers. In relationship marketing the companies try to make good relationship with their customers by providing them different kinds of benefits by using company brands to make them their potential customers and remain in market for a longer period of time (Nakhleh, 2014).

Coffee Planet is a genuine case of what can be accomplished with a touch of discontent with the way things are. Demonstrating there is dependably a superior method for doing, saying or providing something. Everyone likes coffee the taste, the event and the custom. Coffee planet tired, in any case, of trying and make the most of our coffee in an absolutely moderately aged and conventional coffee shop environment.

Investigate on relationship advertising has been examined broadly among assembling and expansive and medium ventures. These hypothetical and exact reviews have by and large centered around relationship showcasing inside western associations. Generally few reviews have been done about the impact of relationship promoting on brand validity and

picture. To address this exploration hole, our review will break down the effect of online networking review on brand believability and brand picture of Coffee planet Bahria town in Pakistan.

Online networking organizing survey is one of the well-known expressions that have been accessible in the space of advertising for fairly more than 10 years, yet there is almost no elucidated it and that which is created is as frequently as could be expected under the circumstances incomprehensible. An authoritative target of promoting propelled by making successful viral showcasing ventures is to make viral messages that enthusiasm to individuals with high casual correspondence potential (SNP) and that have a high probability of being presented and spread by these individuals and their opponents in their correspondences with others in a brief time allotment (Thomas, 2014).

Social media networking review allude to promoting methods that utilizes previous informal community to create exponential increments in brand mindfulness, through self-duplicating viral procedures, similar to the spread of a PC infection. It can frequently be verbal conveyed and upgraded on the web; it can outfit the system impact of the Internet and can be exceptionally helpful in achieving countless quickly. This study tosses light on the idea that how popular showcasing happens through informal communication and impacts purchaser states of mind towards viral advertising (Watts, 2015).

Social media review organizing survey has changed the way people far and wide talk with each other. However long social systems administration has existed suitable from the onset of mankind. Long range interpersonal correspondence has grown, much like distinctive headways, and is ending up being dynamically refined with degrees of progress in development (Edosomwan, Prakasan, Kouame, Watson, and Seymour, 2011). We can't focus on social media without appreciation long range social systems administration. Putting it basically, online social media is sorts of electronic correspondence through which customers make share information online through works, pictures, sound and video. What started with transmitting and getting messages over long divisions in the 1700s using a device called the communicate has framed into a ponder where individual to individual correspondence and advising gadgets, for instance, Google

Buzz enable customers to share joins, photos, recordings, status messages and comments dealt with in "exchanges" and clear in the customer's inbox (Ritholz, 2013).

Social media suggests the strategy for joint efforts among people in which they make, share, and exchange information and considerations in virtual groups and frameworks. Andreas Kaplan and Michael Heinlein described social media as "a get-together of Internet-build applications that characteristic light of the ideological and innovative foundations of Web 2.0 and that allow the creation and exchange of customer delivered content. In addition, social media depend on upon adaptable and electronic advances to make exceptionally instinctive stages through which individuals and groups share, co-make, discuss, and alter customer created content. It presents critical and unavoidable changes in correspondence between associations, groups, and individuals. (Kaplan &Heinlein, 2012).

There are various social media marketing that we can use in the versatile specialist organizations' exercises, in this review we will talk about the most applications utilized as a marketing apparatus (online communities, collaboration, sharing of substance, openness, and believability) (Kim,&Ko, 2010) (Babić, 2011). Social Media marketing furnishes us with numerous chances to accomplish our goals. The top-level Social Media and Social Networking locales give stunning numbers—a huge number of dynamic clients, countless discussions going ahead at these destinations on each theme believable, seventy-two hours of video being transferred each moment, a million blog entries consistently, a great many Tweets day by day, the open doors are interminable (Sweeney, & Craig, 2011).

Social media marketing is a wonder that has drawn a great deal of thoughtfulness regarding both companies and people communicating with the networking scene. Nonetheless, with regards to giving an unmistakable meaning of what social media truly is, the comprehension of the term is negligible. Directors and scholarly researchers appear to vary on how social media contrast from exchangeable related idea web 2.0 and User Generated Content (Kaplan, and Heinlein, 2010).

Social media marketing is the marketing procedures that savvy organizations are utilizing so as to be a part of a system of individuals on the web. (Williams, 2009), Business-to-buyer (B2C) advertisers rushed to understand the estimation of Facebook as a marketing opportunity. Diversion companies, for example, motion picture studios, book distributors, and music marks, were among the underlying promoters on Facebook and that keep on having a noteworthy nearness.

The test is giving individuals motivation to take an interest. Whether it is sharing clever pictures of Peeps in trading off circumstances or debating the advantages of salt and bacon as a basic part of an eating routine, buyer confronting organizations are interfacing with their customers in completely new ways by means of Facebook.

Customers' subjective and elusive evaluation of the brand, well beyond its equitably saw esteem. Three key drivers of brand value are customer mark mindfulness, customer mark mentalities, and customer view of brand morals (Leone et al, 2013).

Where regard esteem is driven by perspective of target parts of an organization's offerings, picture esteem is worked through picture and significance. The brand serves three significant parts. In any case, it goes about as a magnet to pull in new clients to the firm. Second, it can serve as a proposal to clients about the organization's things and organizations. Finally, it can transform into the client's enthusiastic append to the firm. Check esteem has much of the time been portrayed completely to join an expansive game plan of characteristics that effect purchaser choice. (Rust, Lemon, and Zeithaml, 2012).

1.2 THE COFFEE PLANET Introduction

First started in 2005:

The Coffee Planet group initially began their espresso wander in 2005, when the nearby espresso scene in the UAE was altogether different and to some degree standard. With the objective to individuals encounter the finest worldwide Arabica espresso, they set out to take a gander at how espresso was being made, who was developing what and how

they could build up their own particular awesome tasting mixes. Propelling Coffee Planet on the Arabian Peninsula sounded good to them, since what better place to gain from the previous 500 years of Arabica espresso cooking and apply their present-day approach. Their first assignment was to enhance the nature of espresso sold on-the-go in roadway comfort stores. They rapidly got the opportunity to work and marked their first association with two noteworthy blue-chip fuel organizations in the UAE, to serve their naturally broiled, 100% Arabica espresso with crisp drain.

In 2007, their love of espresso and assurance didn't stop there and by 2007, they extended to offer a total espresso answer for driving five-star inns, cooking organizations, aircrafts and workplaces.

In 2008, they opened their new roaster in Dubai, which implied they had add up to control of simmering their strength espresso mixes and single inception espressos. They then ventured into retail over the UAE and more extensive GCC locale, offering espresso in markets and pro sustenance stores.

They began extending their outlets in Middle East, India, Pakistan, Malaysia, and around the world. Which preparation still proceeds? Presenting their other abandon and confectionaries, conveying on the web nourishment and propelling their private sustenance application add glint to their bombastic achievement.

Espresso Planet turns into a brand with mixed administrations with abnormal state of value, the mission of Coffee Planet, is to convey what customer base anticipate from, what area, what flavor and which time they request from Coffee Planet and they did what Clientele request! His main goal to make the best for each appropriate condition and event and they think they did It.! Espresso Planet is currently a multi-million-dollar example of overcoming adversity through their own particular image and by means of simmering private mark espresso for driving organizations over the globe. They plan to continue developing until everybody on the planet has the chance to involvement and make the most of their 100% Arabica claim to fame espresso.

1.3 Coffee Solution by Coffee Planet Bahria Town:



1- Professional Series

Coffee Planet Professional Series contained on new and delightful beans obtain from the expert ranchers and analyzed from UTZ and Halal confirmed roaster and after that convey to the cafés, where served to our devoted and regarded Coffee mates. Item offers in this arrangement are Authentic Professional Series, Original Series, Organic Series, Classic Series, Filter Blended Series and Decaf Series are leader of the rundown.

2- Coffee Planet Origins

Solutions offer in the origins list are Ethiopia Sidamo, Columbia Finca La Esperanza, Nicaragua El Bosque and Burundi Kirimiro are top of the list.



www.coffeeplanet.com

3- Turkish and Arabic Coffee

Turkish coffee pure/ cardamom and Arabic Coffee pure/ cardamom are the top list solution.

4- Coffee Capsules

Espresso, Lungo, Ristretto, Decaf and Organic Espresso UTZ certified are available in capsule forms as well.

5- Sugar Sticks

Excellent qualities of white and brown sugar sticks are available to Coffee Planet's customers on demand. The customer can indulge in these sticks as these are available at all Coffee Planet outlets and retails shops.

Coffee Planet Bahria Town in Pakistan:

It is one of the main and very much arranged espresso suppliers in Pakistan. Coffee Planet is the live case how a little yet solid speculation rolls out improvements with the genuine enthusiasm for accomplishing something and that something did Coffee Planet. The First branch of Coffee Planet was open in 2012 in Lahore. After the fruitful startup from Lahore, Defense first Branch, The Coffee Planet still surmount the stature of progress with its delightful taste, mixing administration and responsibilities to serve best as it's not the work for them but rather a Passion to do. Coffee Planet has more than 200 disseminations in hypermarkets, markets and accommodation stores in Pakistan.

CHAPTER NO 2

Problem Definition and Objectives

2.1 Problem Statement

Coffee planet Bahria town want to attract more customers towards their offerings to satisfy their needs and make them their loyal customers for a longer period of time to maximize their sales and profit. Therefore, it is very necessary to explore the important factors like social media audit of relationship marketing which can increase brand credibility and image of coffee planet Bahria town.

2.2 Project Objectives

Following are the main objectives of the project:

- To analyze the influence of social media audit on brand credibility in Coffee planet Bahria town of Pakistan.
- To find out the impact of social media audit on brand image in Coffee planet Bahria town of Pakistan
- To suggest measures to improve brand credibility in Coffee planet Bahria town of Pakistan.

CHAPTER NO 3

Design and Implementation

3.1 Introduction to Social media audit, Brand Image and Brand Credibility

There are two types of attributes related to a physical product. The experiential attributes which are like texture, color, aroma or mouth feel etc. The non-experiential attributes include beliefs about the brand image conveyed through indirect information like advertising (Wright & Lynch, 1995). The examples of such beliefs about brand image include classiness, dynamics, fun, sophistication and healthiness (Domzal & Kernan, 1992). The use of non-experiential attributes have increased over time due to the insignificant differences which consumers have in their mind about multiple brands (Hoch & Ha, 1986). All such beliefs influence the intention of customers to in buying and consumption of brands (Batra & Homer, 2004).

Brand image is useful in creating value. It helps in differentiating the brand, helps in information processing, provides purchase reasons, generates good and positive feelings and also helps in extension (Aaker, 1991). Brand image is a perception in a consumer's mind which is being reflected by brand associations. A brand association consist of brand attributes, brand attitude and brand benefits (Keller, 1993).

A brand image that is successful always helps the consumers to identify those needs which brand is trying to satisfy, brand image also distinguishes a brand from its competitors and increase the chances of consumers to purchase the brand (Hsieh, Pan& Setiono, 2004).

Brand image is a very important driver of equity. It is basically the general perceptions and feelings of the consumers about any brand and has much influence on behavior of the consumer. For a marketer the main purpose of all the activities should be to build up perceptions of consumers and establish an image of brand in their minds thus affecting the purchasing behavior of consumers and resulting in high sales and share in market, so finally establishing brand equity (Yi Zhang, 2015).

In the present money related conditions where various associations are cutting their showcasing spending arranges, best motels are in like manner moving from standard publicizing to social media as an approach to talk with purchasers, make their picture and make higher ROI for each showcasing dollar they spend. Not at all like traditional channels of publicizing social media gives overhauled steady substances about a business, for instance, the amount of Facebook fans and likes, Twitter disciples and YouTube sees. Lodgings can track the amount of exchanges happening over another thing or organization offered by them and can immediately respond to reviews, comments and info. Best lodgings are finding imaginative ways to deal with fuse social media with routine promoting methods stay ahead in the race (Lanz, Fischhof, and Lee, 2010).

Improving money related conditions in making countries has incited to a basic climb in the amount of people with access to the web, which achieves an extended support in social media districts (Violino, 2011). A colossal contributing component is the improvement of remote proprietors with minute and basic access to social media. It is subsequently simply honest to goodness to trust that associations today, paying little mind to the business, can't neglect the immense ability of social media. Before the approach of electronic social media customers relied on upon associations for information, and showcasing and PR chiefs of these associations would particularly progress exactly what they anticipated that would publicize. Today with destinations like Yelp, Urban spoon and TripAdvisor more people take after what the customers say as to a business. As demonstrated by Pew Research more people are relying upon sources they trust, for instance, web based systems administration reviews made by their colleagues, family and accomplices instead of trusting mechanically decided associations, for instance, news broadcasting workplaces and marketing experts. Therefore, being straightforward and certifiable on stages, for instance, Facebook, Twitter, LinkedIn and Twitter can help a business build a huge base of steadfast customers (Lanz et al., 2010).

Brand, it is an image, name, expression, outline or any of the blends. The utilization of brand is to acquire straightforwardness to everybody recognizing an item and distinguish

it's one from the other from its rivals. An item with brand name and logo is given its personality, esteem and importance. As indicated by Prasana Rosaline Fernandez (2009), to completely comprehend the capability of marking as far as its development in business sectors, advertisers will probably distinguish the wellsprings of brand significance, understanding the importance, furthermore to oversee it in a quick evolving environment. Mark picture is likewise imperative for mold apparel as it can speak to a man's character (Kwok, 2011).

The American Marketing Association (AMA) characterizes a brand as a "name, term, sign, image or outline, or a mix of them proposed to recognize the products and enterprises of one dealer or gathering of merchants and to separate them from those of different venders. In this manner, it bodes well to comprehend that marking is not about getting a specific target market to pick an item over the opposition, yet it is about getting a specific market prospects to see the item as the special case that gives an answer for their issue. The impact of brands on purchaser purchasing conduct is an exceptionally basic subject and is of extraordinary significance in showcasing.

Branding pretty much for a considerable length of time has intended to separate merchandise of one maker from that of another. Mark contemplates have dependably remained a key consideration of advertisers due to its significance and direct association with shoppers. A few studies illustrate that, advertisers utilize marks as the essential purpose of separation to understand that upper hand on different contenders assuming a basic part in the accomplishment of the organization. Brand holds an exceptionally critical place in the life of a buyer. Shoppers pick brands and trust them to evade vulnerability and quality related issues.

A noteworthy element of company's methodology to expand their piece of the overall industry and afterward benefit is to reinforce their image picture subsequently making the best possible item personality and client devotion. DePelsmacker (2001) characterizes interest in brand mindfulness and brand picture as effective instrument of showcasing procedure, as they are imperative vehicles making progress toward long haul benefit.

Brand serves as a crucial part to distinguish merchandise and ventures from those of the contenders Aaker (1991) and Murphy (1998). The development of brand value underlies the significance of brand in promoting strategies and thus gives helpful experiences to supervisors and further research, Keller (2003).

As said by Levitt (1983), there are four components for building an effective brand, to be specific tangible product, basic brand, augmented brand and potential brand. Unmistakable item alludes to the product which meets the fundamental needs of the clients. Fundamental brand, then again, considers the bundling of the unmistakable item in order to draw in the consideration from the potential clients. The brand can be further expanded with the arrangement of validity, compelling aftersales administrations and so forth. At long last and above all, a potential brand is set up through inciting client inclination and devotion. Thusly, the picture of the brand could be very much imparted in the clients' psyche.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or purchasing a product).

According to Greene (2010) the attributes constituting the meaning of the word quality are presentation, characteristics, conformance, consistency, toughness, serviceability, aesthetics and customer supposed quality. The customer supposed quality has been the main focus of many researches lately and the managers as this is one of the significant factors contributing to the competitive advantages for the businesses. The perceptions of the customers are forever changing and hence it is important to maintain their idea of quality.

According to Ball ester *al.* (2011) there is a positive association between supposed quality and the intention to purchase again and the customer's willingness to commend this brand to others. One of the prime goals of a firm ought to be to concentrate on consistently enhancing its client related quality conveying component to guarantee more noteworthy saw esteem for its brands (McAllister, 2013).

View of brand quality is controlled by individual clients. Singular client is a definitive determinate of value. Be that as it may, there is a parameter than can be utilized to build up brand quality as a kind of perspective. The most used technique to evaluate the quality of product/service is creating quality measurement. Durable goods; easy to operate, serviceability, sturdiness, performance and exceptional feature status are some factors which affect quality (Hem, 2014).

Service ability relates to the access granted to customers to avail the services of the manufacturer, which include mending and improving the brand within the time location and the purchasing power set by the customer. Sturdiness refers to the functional life of the product for the time which it will not require fixing and upgrading. Performance refers to how fit the product does what it is intended to do e.g the operation of a microwave oven would be related to how well it warms food (Sirdeshmukh, 2011).

The truthfulness of a brand in the eyes of a customer is built by brand credibility which is a multi dimensional term. The dimensions of brand credibility consist of the reliability of the brand in case of claim-justification, the truthfulness of brand, the trust of brand and

providing customers with the product that is actually advertised by the company. In plain words, trustworthiness of a brand, capability of the brand and charisma of the brand together form brand credibility (Sternthal, 2011).

The customer base of a brand and the market share of that brand are influenced by brand credibility which is an important factor. The brand signaling theory also takes a glance in this importance by telling the significance of brand credibility in creation of brand equity. The marketers look tirelessly for motivators that can increase the credibility of their brand. With high brand credibility, a strong and enduring relationship can be built between manufacturers and their customers (Lannon, 2012).

The formal definition of brand personality that will be used here is the group of human characteristics that is associated with a brand is called brand personality. The brand personality is a figurative function or a function that is self expressive in comparison to product related attributes. The use of brands as symbols is possible as argued many times because consumers often permeate brands with the traits of human personality (Keller, 2009).

The brands are advertised in way that helps to imbue the brand with the human personality traits like personification and anthropomorphizing that makes the consumers to take a brand as a celebrity or some well known figure from history. These types of techniques help the marketers to create personality traits of a brand that are long lasting and different (Fournier, 2013).

The brand personality helps both the marketers and the consumers. The conceptual ideas about the brand value are given by brand personality to the customers. The brand personality is an important part of brand equity and brand image for the marketers. To form a long lasting and strong bond between the customers and the brands, a brand personality is to be designed in an innovative and unique way (Fornell, 2008).

Brand personality is capable of differentiating a brand from its competitors and it helps in increasing the marketing efficiency by giving uniqueness to the brand. Brand personality acts as a mean for self-representation and self expression in accordance to the user perspective for its customers. For this reason, a specific brand is used by a specific customer so that he or she can belong to a specific class or project their personality (Escalas, 2014).

Brand ambassadors are hired by marketers to share their ideas about a particular brand or to share their expertise thus promoting a brand. These ambassadors can be some well-known experts or celebrities who provide a recommendation or endorse a product. This helps the customers to remember a specific brand and also helps in building the brand reliability in the minds of customers and ultimately increasing the customer purchase intention. When a differential image of a brand is to be built and when the customers' purchase intention is to be increased, the focus should be on the brand ambassadors' recommendation and promotion of that particular brand. The marketers cannot rely only on a good product or on price to attract customers to their brand the need of endorsement marketing is essential (Markus, 2012).

Nakhleh, (2012) argued that relationship marketing is one among the best strategies through which a company gain sustainable competitive edge on their competitors. Because when once an organization becomes successful in building good relationship with their potential customers they also spread positive word of mouth among their friends and family members and also attract other customers towards their offerings which becomes very difficult for the competitors to make relationship with the potential customers of other organization or company.

The loyalty of customers usually refers to the intentions of customer to re purchase an item or administration in future in spite of there are situational impact and advertising endeavors having the capacity to bring about exchanging conduct (Oliver, 2009).

Kotler define the term loyalty as it refers to the lasting commitment of an individual to their friends, family or their country while in the literature of marketing it usually refers to the most preferred brand of an individual which they are willing to re purchase again and again (Tavana, 2013).

Furthermore, the author also argued that in the relationship marketing it has often been found that the loyal customers are more profitable and also attract other customers towards their favorite brands.

Vazifehdust, (2012) argued that good relationships with customers usually make a chain through that starts from their perceived value which they have in their mind regarding the product or services. The author also argued that when a product or services have an ability to efficiently meet that perceived value customers are willing to re purchase and use the products or services for a longer period of time. While in contrast if a product or service fails to meet the perceived level of customers the customers are not willing to re purchase a product or services, therefore it is very important for every company to make good relationship with their customers to efficiently analyze the needs and wants of their customers.

Palmer, (2005) also argued that the customer loyalty is the main key towards the success and failure of every company which can be only achieved by providing the desired level of quality products and services to them that have an ability to efficiently satisfy their needs and wants. The author also argued that when once a company increase a number of their potential customers their cost continuously decreasing and they are able to gain sustainable competitive edge on their competitors and maximize their sales, revenue and profit margin.

Oliver, (2009) states that loyalty is a continuous process that starts from some cognitive beliefs and ends on the final purchase of a product or service. Increasing the satisfaction level of customers and making them loyal to specific brands is the main important objective of relationship marketing (Kumar, 1999). Initially in the literature the main focal point of marketing researchers were to understand customers to become able to efficiently satisfy their needs and wants to compete their competitors while in recent literature it has been observed that relationship marketing is the main key of increasing the customer loyalty and found as an important determinant of long term profitability (Akrofi, 2013).

Aggarwal, (2013) found that in today's highly competitive and highly turbulent environment only those companies can survive who have an ability of making their customers more loyal by providing them quality products and services. The author also found that according to customer's quality of a product or service is high when it have an ability to efficiently satisfy their needs for which they have purchase it. The organizations strengthen their relationship with the customers by satisfying their needs and wants efficiently make them the loyal and primary customers of the company who then influence the secondary customers to purchase the product of the company which increase their sales and revenue (Chen & Cheng, 2007).

Furthermore, he also argued that maintaining a good interactive relationship with the satisfied customers by offering them such type of products or services which have the ability to efficiently satisfy their needs and wants which build good image of the company's products and services in the mind of other customers which can efficiently maximize their sales and profit margin. Through relationship marketing when the once the company becomes successful in building good relationship with their customers their number of potential customers increases (Gilaninia & Ghashlagh, 2012).

Because when the customer use the product or avail the services of their company and their need has been efficiently satisfied they becomes the loyal customers of the company and also promote their products and services through word of mouth and also attract other customers towards their offerings. As (Verhoef, 2003) argued that in today's era the customer satisfaction helps an organization to remain in market for a longer period and also helps them to increase their shareholder's wealth. Furthermore, he also argued that customers are willing to use a product for a longer period of time when the quality of products and services is according to perception.

Gummesson (2011) defined the relationship marketing as it refers to the strategy of an organization in which there is a management of interactions and relationship with company customers is the fundamental issue. Furthermore, the author also argued that it is very important for the survival of an organization to build good relationship with their customers to remain in market for a longer period of time. Gronroos, (1994) argued that the main aim of relationship marketing is to identify the different needs and wants of customers that they are facing and the quality that they desire from the company to efficiently bring modification in their products and services and build long lasting good relationship with them.

Parker, (2010) also recommend that the ultimate goal of relationship marketing is to build and maintain long term good relationships between the customers and firm and create win win situation among them. Furthermore, by fulfilling the promise that the company have made with their customers leads to the mutual benefits (Ndubisi, 2005). Oliver, (1999) also argued that the ultimate goal of every company is to enhance the customer's loyalty and increase their intentions to repurchase the products or services to increase their sales and revenue and gain competitive edge on their competitors. Blomqvist, (1993) identify that there are the following four important characteristics of relationship marketing that are:

- There is individual consideration of every customer.
- All the activities and processes are directed towards their existing customers.
- Before making and implementing any decision the company interact with their customers.
- Customer is the main focal point and every firm want to achieve profitability by enhancing their relationship with their existing customers to decrease their intentions of switching to other brands or products.

Wong & Shoal, (2002) argued that trust refers to the relationship of one individual with another individual that up to which extent one individual consider and fulfil his or her promise that has been made with another person. Furthermore, the author also argued that it is in the best interest of every company to make such type of promises with their customers which they can fulfil. Because when a company fails to fulfil their promise then the customers are not willing to re purchase the products or services of the company and also spread bad word of mouth in front of other customers.

Brand credibility is characterized as a sign to be the trustworthiness of the item position data contained in a brand, which relies on upon a brand's eagerness and capacity to offer what it guarantees to purchasers. The significance of believability to the adequacy of a brand as a sign of item positions or of individual showcasing blend components as signs of value, for example, guarantee, cost and retailer decision. Brand validity is the trustworthiness of the item position data contained in a brand, which involves reliably conveying what is guaranteed (Swait, 2014).

A trustworthy brand delivers what it promises to its clients. This means that the expectations the customers have regarding the brand are met accordingly. Thus, when their expectations are met they become loyal and long term customers. Without establishing a trust between the customer and brand clients cannot be expected to be loyal to the brand. To establish a certain trust, it's vital for the clients to obtain and process

information regarding the brand items. Emotional trust can only be established when the clients are made to feel that the brand produces for them only and will meet the expectations regardless of the circumstances. (Urban, 2012).

Brands can influence different phases of buyer's decision procedures, and consequently, different parts of customer utility capacities. Buyer instability about items emerges from the state of flawed and uneven data that describes numerous item advertisements on the grounds that organizations are more educated about their own items than the purchasers. In such situations, brands might assume key parts in how buyers learn, encode and assess brand data. Brands might likewise impact client's assessments of the relative estimations of properties/levels, quality mix rules, impression of risk and data costs and the choice standards used to settle on commercial center decisions (Brownstone, 2013).

Brand commitment, brand connection and the credibility are very important as they help out in making strategies related to branding especially for the healthy brands. If a brand is credible then it will build up the confidence of a customer by minimizing the risks. A commitment with a brand is developed as a result whenever consumers consider a brand as credible and purchase it again and again. Thus a brand finally helps the customer in cultivating a self -image and self –concept (Elyria kemp & My Bui, 2011).

Brand credibility is a very important mechanism that impacts the choice of consumer. It is the manifestation of an entity's experience and trustworthiness. It is the belief about the intensions of an entity (Erdem & Swait, 2004).

Brands must have the ability and utility in them in order to deliver what they have promised to the customers. If a brand is credible then it will always win the confidence and reduce the risks of consumer (Delgado- Ballester & Munuera- Aleman, 2001; Knox 2004).

Trust worthy brands are always purchased more as compare to those who are unable to create a higher degree of trust (Knox 2004; Sichtmann, 2007). Similarly, consumers are happily willing to pay higher prices to those brands which are credible and dependable (Netemeyer, 2004).

The phenomena of credibility that a brand signals is very important and contributes a lot in order to build a brand equity. As it is a source of adding consumer value to the brand. Similarly as a firm is driven by quality information that has been communicated by the use of marketing strategies related to the brand so it can work to build up the brand credibility (Erdem & Swait, 1998).

A different stream of writing on brand valuation received the customer purchasing conduct methodology as a valuation strategy, which includes ascertaining the benefit premium and money streams created by a marked item in respect to a non-marked item (nonbrand item) or a correlation set of marked items. Likewise, further study on brand value in advertising has connected brand qualities to the cost premiums that buyers are willing to pay for set up brands (Kaul, 2012).

Brand investment is another indicator of a brand being credible. As it is believed that those firms are able to deliver the promised product who make large investments in their brand (Erdem & Swait, 1998).

Celebrity endorsement indirectly builds the brand equity as it builds the brand credibility and provides the guidelines for the selection of an endorser. So celebrity endorsers should be those who are considered as credible due to their experience, attractiveness and trust worthiness (Amanda Spry, Ravi Pappu & T. Bettina Cornwell, 2011).

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Many reviews concentrate on the relationship between social media marketing and brand value, where Babić think about analyzes the effect of social media use on the brand value of magazine brands. Expanding on an integrative model, which unites traditional hypotheses of brand administration and the outskirts of research in social media, this review inspects one of the principal magazines to consolidate social media in its

marketing strategy (Babić, 2011). Additionally, Erdogums & Cicek in their review expected to distinguish the impact of social media marketing on brand devotion of the buyers, given that the idea is getting expanding consideration from marketing the scholarly world and experts. The extent of the review comprises of customers who take after no less than one brand on the social media in Turkey. (Erdogums, & Cicek, 2012). Where Odhiambo in his review utilizes a logical research procedure of contextual investigation research, this review was intended to investigate whether social media is more successful than the customary media on a brand administration point of view and discovers the execution challenges that make it a two-front wonder. (Odhiambo, 2012).

Likewise, Bushelow concentrate this review planned to analyze whether loving and interfacing with a Facebook fan page affects mark unwaveringness and buy aims, and Facebook fan pages make an online brand group. An examination of 104 online review reactions demonstrates that connection with fan pages is not a solid pointer of customer brand devotion or buys expectations, proposing that brand communities are not shaped on the premise of enjoying a page (Bushelow, 2012). Kang in his review explore the advantage elements of part investment and the connections between group cooperation, mark trust, and brand responsibility in inn and eatery online communities (Kang, 2011). The Perdue ponder presents the standards of social media marketing by clarifying the social media marvel, specifying how to make and catch esteem with social media, and talking about the way toward defining a social media marketing technique. (Perdue, 2010) Other review by Naveed means to concentrate the Impact of social media on customer purchasing conduct and brand duty. The general relationship of the Impact of social media on shopper purchasing conduct and brand responsibility has been experimentally dissected and come about. The Impact of social media on shopper purchasing conduct and brand duty has been contemplated. (Naveed, 2012).

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Brand credibility plays a defensive role for a brand. It is a source to enhance the word-of-mouth and decreases the switching behaviors; a mediated role is played by the satisfaction and commitment of customers in these relationships (Jill Sweeney & Joffre Swait, 2008). It is a firm wide responsibility. Customers recognize building the credibility of a brand as a long term investment by the firm. Thus it is considered as a bond between the firm and customer which breaks if the firm is failed to keep its promises (Erdem & Swait, 1998; Wernerfelt, 1998).

When a brand floats itself into a market, one of the aims of marketer is to create its image in the minds of customers. The brand image is a result of both the tangible and intangible attributes of the product and it might take a long time to create a strong image in the minds of customers. Advertising also plays a very important role in this regard. It tells the audience some claims which brand makes about itself, it tells how the brand is different from others, it gives an impression and tells how the brand is going to create a worthy experience for the consumer. The brands which have a strong image are always considered as credible by consumers. This credibility can be in terms of quality, taste and all other claims which a brand makes about itself.

When a new brand enters the market it has the room to undergo comparative advertising by telling its uniqueness in comparison with others. Similarly a brand having a competitive edge can also use comparative advertising in order to tell the audience how it is special and better than others.

However comparative advertising is not very effective when two rivals of equal size engage themselves in a very direct and open comparative advertising where they try always to put the other down and might even show the blurred image or name of the rival's product in their TVC. Such type of comparative advertising between two rivals dilutes the brand perspective and might affect negatively one's own credibility. Because now the brand instead of attracting audience towards itself by focusing on its own

features, starts pulling others down and loses a focus on its own self. So it can be said that if a comparative ad is not executed in a proper manner then it can cause harm to the brand credibility and thus its image.

Thus if a brand is credible (fulfilling its every claim and commitment) then it will have a strong image in the mind of customer. When a credible brand engages itself in ad war or comparative advertising then this will definitely going to affect its image as well.

3.2 Social Media Audit in Coffee Planet Bahria Town:

Social Media review of coffee planet Bahria town has changed the course people far and wide speak with each other. However long range casual correspondence has existed suitable from the onset of humanity. The possibility of web based systems administration audit in coffee planet Bahria town has grown, much like distinctive advancements, and is ending up being continuously present day with types of progress in development. We can't focus social systems administration without understanding long range interpersonal correspondence. Putting it simply, online social systems administration is sorts of electronic correspondence through which customers make share information online through compositions, pictures, sound and video.

What started with transmitting and tolerating messages over long divisions in the 1700s using a device called the broadcast has shaped into a wonder where interpersonal association and educating instruments, for instance, Google Buzz engage customers to share joins, photos, recordings, status messages and comments made in "talks" and clear in the customer's inbox. From this time forward electronic social systems administration can be seen as a 21st century variation of frameworks organization that uses web as a medium to associate. Since online social systems administration accomplishes huge amounts of people far and wide. It has created as an extraordinarily fruitful business instrument to interface with buyers and in this way, produce a brand name by endless and incite correspondence.

Social systems administration has transformed into a favored sensible advancing instrument that backings two way correspondences among associations and buyers, along these lines giving the last an open door like never before. With customers reacting and imparting their points of view on open region, social systems administration has ended up being more than a minor publicizing instrument. It has transformed into a channel that licenses joint effort and allows associations to address the issues and stresses of their customers, which if done reasonably, contributes in building the brand. In the present money related conditions where various associations are cutting their showcasing spending arranges, best coffee planet Bahria town is moving from standard publicizing to social systems administration as an approach to talk with customers, build their picture and make higher ROI for each advancing spending they spend.

3.3 Sample

This project includes 140 participants who were the customers of coffee planet bahria town in Pakistan. The questionnaires drafted were distributed to the every participant personally. The technique used was convenient sampling. The questionnaires to be filled will be timed.

3.4 Data Collection Tool

Data was mainly compiled through the employees via five-point likert scale, lying between strongly disagree “1” to strongly agree “5”.

3.5 Procedure of Project

For amalgamation and analyzation of the information available version 17 of the SPSS (Statistical Package for social sciences program) will be utilized. Regression analysis will be one of the tests made use of. The impact of the independent variable on the dependent one will be determined by the regression analysis whereas the relationship between them will be determined by correlation analysis. Cronbach’s alpha value determined assisted in the dependability analysis. This research will be survey based and implemented with the help of a questionnaire.

QUESTIONNAIRE

Demographic Variables

Age: 18-30

31-50

50 above

Genders: Male,Female

Social Media Audit

1. I do read coffee planet product reviews through social networking sites before purchasing the product.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

2. Social networking sites are a good approach to stimulate customer positive perception toward E-advertisement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

3. There are sufficient advertisement about products and services of coffee planet on social networking sites which can improve the effectiveness of advertisement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

4. Social networks would be the best advertisement tool in the future.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Brand Credibility

1. The Coffee planet brand delivers what it promises.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

2. This Coffee planet brand's product claims are believable.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

3. This Coffee planet brand has a name you can trust.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

4. This Coffee planet brand reminds of someone who's competent and knows what he/she is doing.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

5. One can say that Coffee planet brand interests me a lot.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

Brand Image

1. The Coffee planet brand is popular and well admired by many customers.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

2. I appreciate the social responsibility programs offered by Coffee planet brand.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

3. People love to be associated with the Coffee planet brand.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

4. The Coffee planet brand is consistent in providing good quality products and services.

Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
1	2	3	4	5

CHAPTER NO 4

Testing and Deployment

Results and Discussion

4.1 RELIABILITY ANALYSIS

Table 4.1.1

**Reliability Statistics of
Social Media Audit**

Cronbach's Alpha	N of Items
.673	4

An important value of the survey is indicated by the dependability table. The figure 0.673 shows that the data is reliable and the results can be relied upon.

The survey contains questions deemed appropriate. The results of the dependability and validity experiments put forward show that the tool used for this particular survey is reliable and effective. The validity can be determined by the value of the Cronbach's alpha which is $0.673 > 0.6$

Table 4.1.1

**Reliability Statistics of
Brand Credibility**

Cronbach's Alpha	N of Items
.682	5

An important value of the survey is indicated by the dependability table. The figure 0.682 shows that the data is reliable and the results can be relied upon.

The survey contains questions deemed appropriate. The results of the dependability and validity experiments put forward show that the tool used for this particular survey is reliable and effective. The validity can be determined by the value of the Cronbach's alpha which is $0.682 > 0.6$

Table 4.1.2

**Reliability Statistics of
Brand Image**

Cronbach's Alpha	N of Items
.607	4

An important value of the survey is indicated by the dependability table. The figure 0.607 shows that the data is reliable and the results can be relied upon.

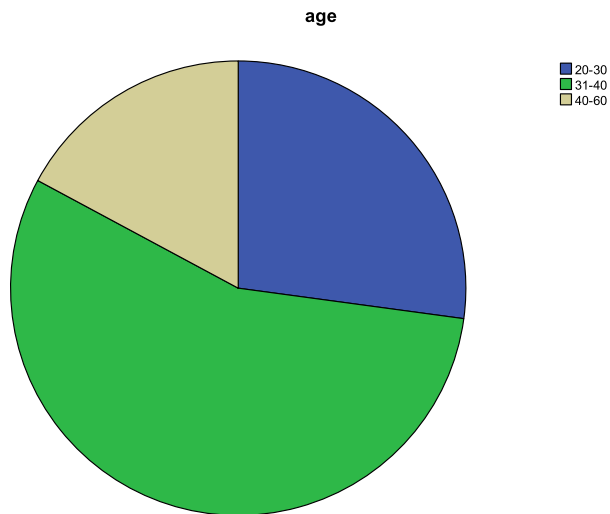
The survey contains questions deemed appropriate. The results of the dependability and validity experiments put forward show that the tool used for this particular survey is reliable and effective. The validity can be determined by the value of the Cronbach's alpha which is $0.607 > 0.6$

4.2 Frequency distribution

Table 4.2.1

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-30	38	27.1	27.1	27.1
31-40	78	55.7	55.7	82.9
40-60	24	17.1	17.1	100.0
Total	140	100.0	100.0	



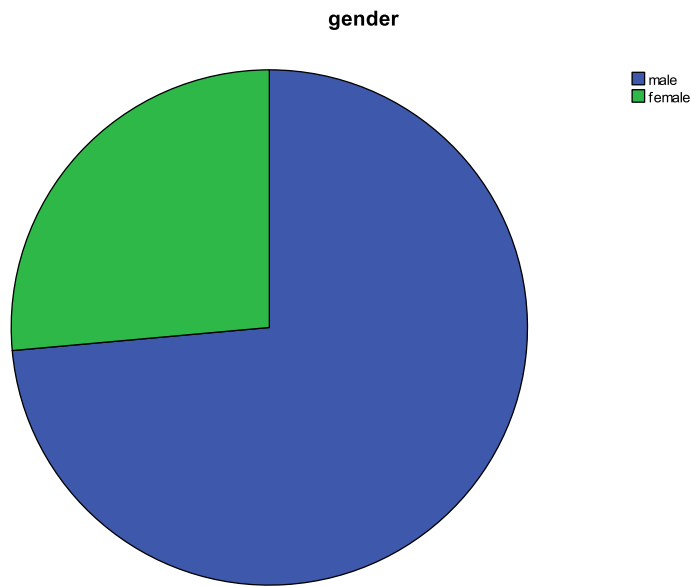
Interpretation:

The frequency distribution of the respondents as per their age is given in the table 4.2.2 and the pie chart accompanying it also mentions it. Results in the table demonstrate that in a total of 140 respondents 38 formed part of the group of ages 20-30 and 78 form part of the 31-40 years age group and the remaining 24 lie in the age group ranging from 41 to 60 years old. The major proportion of applicants lies in the age group of 31-40 years old.

Table 4.2.2

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	103	73.6	73.6	73.6
female	37	26.4	26.4	100.0
Total	140	100.0	100.0	



The applicants according to their gender and their frequency distribution is displayed in the table above. 37 participants are females. The rest of the applicants are males and they are 103 participants. The participation on account of men is clearly seen to be higher.

4.3 Correlations

Table 4.3.1

Correlations

		SOCIALMED IAAUDITME AN	BRANDCRE DIBILITYME AN	BRANDIMA GEMEAN
SOCIALMEDI IAAUDITME AN	Pearson Correlation	1	.659**	.723**
	Sig. (2-tailed)		.000	.000
	N	140	140	140
BRANDCRE DIBILITYME AN	Pearson Correlation	.659**	1	.570**
	Sig. (2-tailed)	.000		.000
	N	140	140	140
BRANDIMA GEMEAN	Pearson Correlation	.723**	.570**	1
	Sig. (2-tailed)	.000	.000	
	N	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

To determine the relationship between the dependent and independent variables Pearson Correlation was used. The value $p < 0.01$ indicates a critical connection among the variables. 0.723* and 0.570* also hint towards a strong linkage between the variables.

4.4 Regression Analysis W.R.T Brand Credibility

Table 4.4.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.435	.431	.66358

a. Predictors: (Constant), SOCIAL MEDIA AUDIT MEAN

The proportion of variation in dependent variable as a result of the independent variable is given by R square. Estimated 43% variation was found out in dependent variable as a result of the independent variable.

Following the adjustments made the data related to variation in dependent elements due to the independent ones is represented by R square.

Table 4.4.2

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.769	1	46.769	106.210	.000 ^a
	Residual	60.767	138	.440		
	Total	107.536	139			

a. Predictors: (Constant), SOCIAL MEDIA AUDIT MEAN

b. Dependent Variable: BRAND CREDIBILITY MEAN

A perfect fit of the model is indicated by the ANOVA table. Furthermore, the p value of 0.000 indicates a perfect position regarding the independent and dependent variables.

Table 4.4.3

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.070	.166		6.448	.000
	SOCIALMEDIAAUDI TMEAN	.618	.060	.659	10.306	.000

a. Dependent Variable: BRAND CREDIBILITY MEAN

The coefficient stresses the influence of the independent variable on the dependent one. The direction in which the dependent variable is led towards by the independent one is ascertained from the Beta value. Social media audit (independent variable) is seen to be influencing the brand credibility (Dependent variable) which is the dependent variable at a B value of .659 and sig value .000. To conclude sufficient evidence is obtained to acknowledge the alternative H1 hypothesis.

4.5 Regression Analysis W.R.T Brand Image

Table 4.4.1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.522	.519	.71197

a. Predictors: (Constant), SOCIAL MEDIA AUDIT MEAN

The proportion of variation in dependent variable as a result of the independent variable is given by R square. Estimated 53% variation was found out in dependent variable as a result of the independent variable.

Following the adjustments made the data related to variation in dependent elements due to the independent ones is represented by R square.

Table 4.4.2

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	76.426	1	76.426	150.772	.000 ^a
	Residual	69.952	138	.507		
	Total	146.378	139			

a. Predictors: (Constant), SOCIAL MEDIA AUDIT MEAN

b. Dependent Variable: BRAND IMAGE MEAN

A perfect fit of the model is indicated by the ANOVA table. Furthermore, the p value of 0.000 indicates a perfect position regarding the independent and dependent variables.

Table 4.4.3**Coefficients**

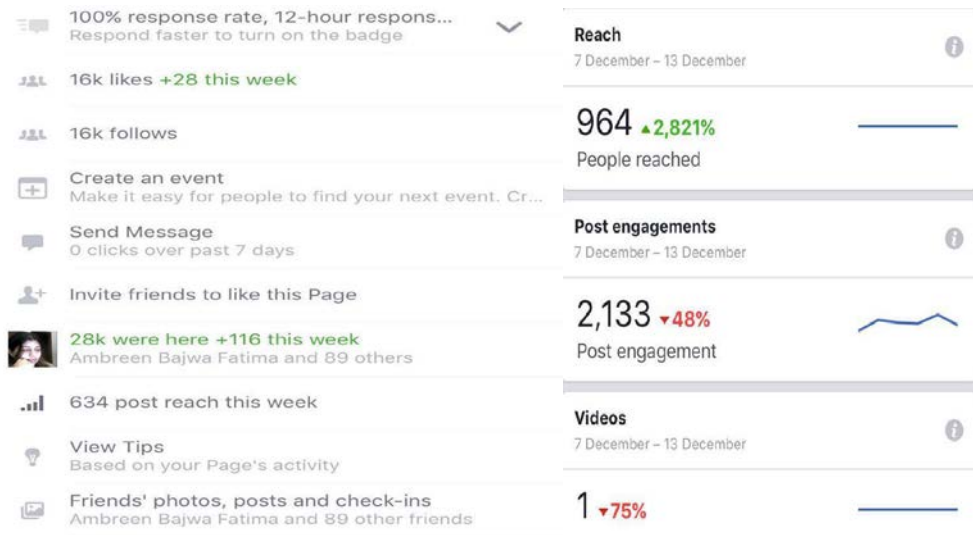
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.826	.178		4.643	.000
	SOCIALMEDIAAUDI TMEAN	.790	.064	.723	12.279	.000

a. Dependent Variable: BRAND IMAGE MEAN

Social media audit (independent variable) is seen to be influencing the brand image (Dependent variable) which is the dependent variable at a B value of .723 and sig value .000. To conclude sufficient evidence is obtained to acknowledge the alternative H2 hypothesis.

Page Insights

Results obtained from social media group of Coffee Planet signifies that response of people in is almost 100% in an interval of 12 hours, meaning that almost all the people visiting page liked the page and interacted on it. The page basically consist one lac sixty thousand likes in total however we were surprised to know that almost double the number of people have actually visit the outlet of coffee planet, on an average rate 116 people are spotted through their chekins or activity on coffee planet page in a single week, keeping the limitation in mind that not every single individual has access to the web page. The below results were helping to access over all people response to the posts by Coffee Planet which clearly shows that 634 people responded back in an instance. In addition it is meaningful to mention over here that post engagements have a rising trend and almost 964 new people reached the page in between 7-13 Dec 2016.



Source: Page of coffee planet bahria town 7



The above statistics were taken from the admin of the Official Facebook page of Coffee Planet. It is also important to discuss here that now a days more and more people are not only interacting on the page but also leaving their comments and suggestions.

Community

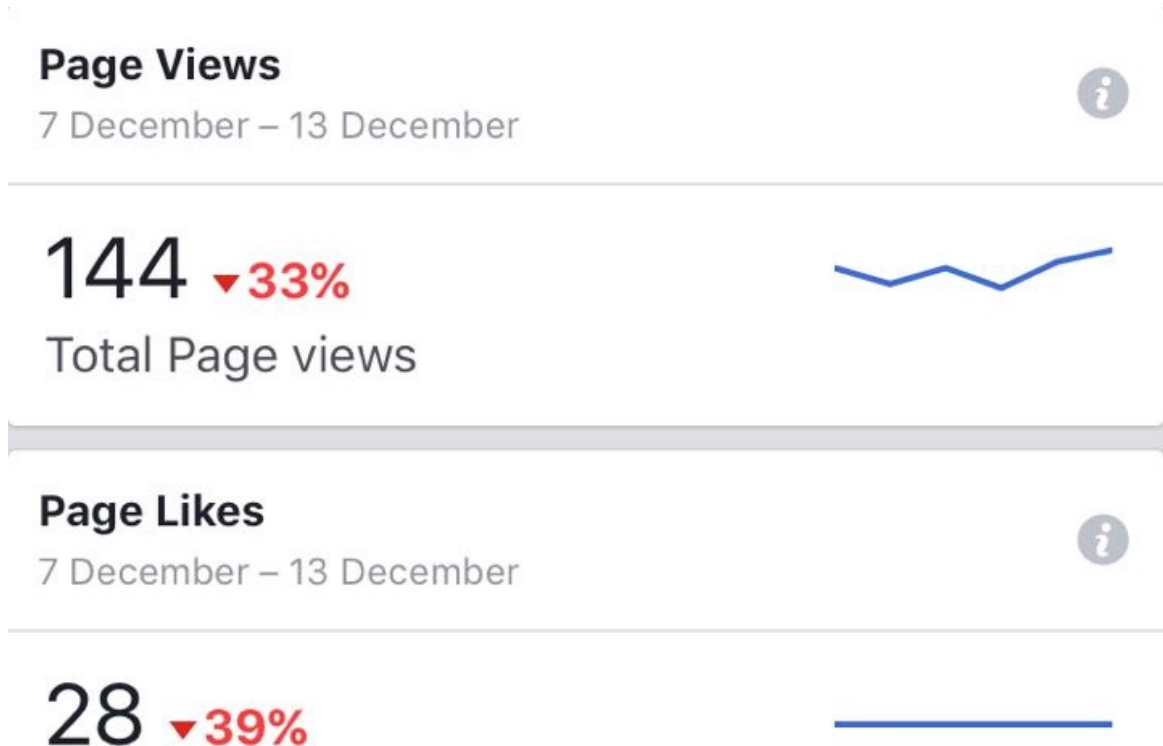
- 16,987 people like this
- 16,922 people follow this
- 28,462 people have visited
- Ambreen Bajwa Fatima, Sadia Asim and 269 other friends like this or have visited

See all >

Typically replies within a day
Message Now

UAE's premium coffee brand now in Bahria Town.
WANT.LOVE.SHARE THE BUZZ.
<http://www.coffeeplanet.com/>
(051) 5400284

Figure 1 OTHER INSIGHTS



People Engaged	6,547	323	1,926.9%
Message Response Rate	0.0%	40.0%	-100.0%
Message Response Time	N/A	88 mins	N/A
Total Page Likes	51,761	48,701	6.3%



Coffee Planet Bahria 7 ISB
Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	150	233	-35.6%
Weekly Total Reach	18,657	24,566	-24.1%
People Engaged	1,648	3,028	-45.6%
Message Response Rate	100.0%	33.3%	200.0%
Total Page Likes	16,986	16,961	0.1%

Thanks,
The Facebook Team

This message was sent to mjtariq@msn.com. If you don't want to receive these emails from Facebook in the future, please [unsubscribe](#).
Facebook, Inc., Attention: Community Support, 1 Hacker Way, Menlo Park, CA 94025



CHAPTER 5

Conclusion and Recommendations

5.1 Conclusion

The commonness of social media audit in the public eye is currently at any rate as huge as the one of traditional media channels. Most by far of Coffee Planet Bahria town buyers between the ages 15 to 60 are presently dynamic social media customers. By and large, the respondents of the survey invested more energy in social media than traditional media every day. In view of the outcomes, brand credibility brand image on social media is by and large viewed as somewhat more vital to purchaser saw trust on a brand. Moreover, brand social media communication was seen as having somewhat more impact on the general energy of brand picture. In spite of this, the information did not present any sum up, critical contrasts with respect to direct impact on useful or experiential brand picture by brand communication itself on social media audit of Coffee Planet Bahria town. Unequivocally the effect of social media on brand believability and brand picture is emphatically connected to the media utilization of the objective market, all the more particularly to how much time the objective market spends in social media audit of Coffee Planet Bahria town. To repeat the aftereffects of this review, there might be huge contrasts in the social media use with solid relationship to mentalities on brand communication on social media.

5.2 Recommendations

In order to make social media audit campaigns effective, it is necessary that coffee planet Bahria town should convey right messages delivered to right people. Motivations to forward social media depend a lot on the message contents and its features. The message should be persuasive, interesting, and memorable for generating audience's interest and motivating them to pass it on to their social network. Therefore, coffee planet Bahria town marketers should understand factors that result in increased acceptance of viral marketing by consumers. During this project, it has come to light that there is a lack of research in the field of social media in Pakistani market. As to best of our knowledge

project is carried out on consumers' attitude towards social media audit in the Pakistani context.

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