

**IMPACT OF BRAND IMAGE ON CUSTOMER SATISFACTION
CASE STUDY OF CAMERA INDUSTRY IN KARACHI**

BY

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MBA thesis
2nd Half –Semester Progress Report & Thesis Approval
Statement

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No.	Date	Place of meeting	Topic of discussion	Signature of student
5	25/9/15	Qubicle	Review chapter 3 & 4	<i>[Signature]</i>
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APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 14% that is within the permissible limit set by HEC for MBA thesis. I have also found that the thesis is in a format recognized by the Department of Management Sciences.

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Abstract:

Purpose of the study: Aim of this study is to find out the impact of brand image on customer satisfaction case study of camera industry in Pakistan. Data was collected to find out the impact of independent variable (brand image) over dependent variable that is customer satisfaction.

Research method/sampling: For this research deductive research technique was used and for this purpose three variables were selected that have an impact on customer satisfaction. Data that was collected is quantitative in nature. Data was collected through five point Likert scale. Convenience sampling technique was used for this research.

Findings of the research: The first hypothesis is about impact of favorability of brand image on customer satisfaction though the relationship is weak but significant. Second hypothesis is about impact of strength of brand image on customer satisfaction this also shows weak but positive and significant relationship. Third and last hypothesis is about impact of uniqueness of brand image on customer satisfaction, this hypothesis is rejected and null hypothesis is accepted.

Practical implications of the research: This study explores the important aspects of how customers perceive brands and how they react in different scenarios. This study identifies the important of favorability of brand image and strength of brand image on customer satisfaction, literature identifies the importance of these variables in the context of customer satisfaction. Literature also shows the importance of uniqueness of brand image on customer satisfaction but this study identifies that this is not significant for this study.

Keywords: customer satisfaction, favorability, uniqueness, strength

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