

**THE IMPACT OF BRAND AWARENESS ON
CONSUMER PURCHASE INTENTION: THE
MEDIATING EFFECT OF PERCEIVED QUALITY
AND BRAND LOYALTY (A STUDY OF PACKAGED
MILK BRANDS IN PAKISTAN)**

By

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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 17% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose: Major aim of this study was to find the influences of brand awareness, perceived quality, and brand loyalty on consumer purchase intention, to find the relationship between perceived quality and brand loyalty and the mediating effects of perceived quality and brand loyalty on brand awareness and consumer purchase intention. The study was conducted to know, whether brand awareness has a direct influence on purchase intention or there is a mediating variable, which has a direct impact on purchase intention.

Methodology/sample: The study involved use of the questionnaires filled by 384 respondents and research papers were also used for secondary research. The convenience sampling is used and type of investigation is correlation. Financial data of Engro Pakistan Limited and Nestle Pakistan Limited was taken from their annual reports. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Descriptive statistics, Regression, and Correlation tests were applied.

Findings: The analysis and results clearly indicates that brand awareness has a significant relation with perceived quality, brand loyalty and purchase intention. Increase or decrease in brand awareness will have a direct influence on all the other variables. Perceived quality is most important. However, when mediating variable is present, brand awareness becomes insignificant, it cannot directly influence on purchase intention. It shows that mediating variable is necessary, because it mediate the relation between brand awareness and consumer purchase intention.

Practical Implications:The outcomes of the research might help packaged milk companies to build brand awareness to understand its impact on brand loyalty and purchase intention. Perceived quality should be considered most because people want quality to move towards loyalty which ultimately creates consumer purchase intention.

Keywords: Brand Awareness, Perceived Quality, Brand Loyalty, consumer Purchase Intention.

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