

The Impact of Packaging, Price and Brand Awareness on Brand Loyalty: A Reseller Perspective in Mobile Sector of Pakistan

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Abstract

The aim of study is to examine the relationship between the packaging, price, brand awareness and brand loyalty. Data was collected through questionnaire on five point Likert scale from 212 respondents by using convenience sampling technique. Data is collected from customers who purchase various types of mobile brands. This study is conducted with the reference of Pakistan. Correlation and regression analysis were used as statistical tests. Through regression analysis it was found that packaging and brand awareness had strong positive significant relationship with brand loyalty whereas price had weak relationship with brand loyalty. The correlation analysis found that the significant relationship between the packaging, price, brand aware awareness and brand loyalty. The Cronbach alpha reliability is 0.723, it concludes that product attributes have positive relationship with brand loyalty. SPSS version 16 is used for data analysis and End-Note version six is use for citations and references.

Key Words: *Packaging, Price, Brand Awareness, Brand Loyalty, Mobile Sector, Reseller, Pakistan.*

Introduction

This study aimed to determine the impact of packaging, price and brand awareness on brand loyalty. The modern marketplace is covered with large number of brands. As a result this marketplace has become terrible for the simple consumers. Gope (2012) conduct a study to identify different psychological process to measure consumer brand loyalty. Brand loyalty relay on to influence by family members to purchase a brands. Brand loyalty means the repurchase, or buy product again and again. Brand loyalty is an important dimension that is help to increase the market share because a consumer becomes a loyal to the brand. Brand loyalty is different from the other dimensions because brand loyalty has relationship to the personal experience about the product. The consumer conceive that the brand fulfills their expectations that is why the consumer make purchasing decision to buying the brand always or again and again. Customer brand loyalty describes a buyer's decision to repurchase the product. It is also describing to a consumer always buys the same thing and same thing class. Chaudhary (2011) bearing a study to check the brand in packaging and identify the attributes of packaging to the consumer. Packaging considered to be a family of activities that are related with design, production and contain of a wrapper which help to protected, stored and transported and marketed. Packaging is a powerful promotion tool. It provides not only safety to the items but it is the source of communication of the product. Packaging proves fruitful for promoting consumer's goods and services. Packaging contain a wrapper after the use of the product these wrappers are wasted. The aim of the packaging provides not only safety to the product but it is a powerful tool to provide information about the role of markets. It is considered to last advertising tool. Packaging accrues as important factor in purchasing decision are made point of sale it becomes a crucial part of the selling decision. Product related study provide sympathetic about the different fundamentals of the marketing. This study finds out that packaging is a crucial tool that persuades consumer purchasing deeds in purchasing choice to purchase a particular brand of the company. It was also realized that company use packaging makes distinguish the product from their rival. This study uses the prose analysis to recognition the character tics of branding toward the packaging applications that enhance quality product in brand and investigate the elements that gain client loyalty towards the brand loyalty. It is also uses case study and surveillance to the paper the packaging proposes use fashion that is winning in the modern market. Well packaging foundation to attract the perception of the consumers which become the source to promote the sale of the company. There are many types of products are accessible in the market for all types of consumer. All the Products have name and identified the apparent brand is deeming signal to selecting the product. There are many factors to selecting the products in the aggressive market packaging are one of them to making a purchasing decision. Ovidiu (2010) researcher find out the relationship between brand loyalty and such as brand repurchase, brand satisfaction and purchase intention. Price is one of the four p's elements in the marketing mix. Price is the revenue generating element in four p's Pricing can be automatic process applies to the sales and purchase of different types of order. Pricing help companies to segment markets define products and give compensation. Price is an important element in exchange relationship to the market. Price is the value assigned to something buy or purchase sale or offer for sale in monetary term. Price is set for different product in different ways. Price is set against the value of the item or product sale in the consumer markets. Pricing has a crucial function in purchasing and in other words. We can say that most purchaser using deeds and choices are resolute by price. It can act as central part of the business deal that has significant shock on brand loyalty. The product price may support in monetary circumstance and perception of the clients. It may affect the brand significance. Price is also used to point out brand quality. (Gupta & Kaur, 2013) the objective of the research to determine the brand awareness in local areas and behavior of consumer in branded merchandise. Brand is the name or symbol of the company like a coca cola is the brand name which shows that the identity product or to use repeatedly product. Brand awareness is the primary goal of the advertising. Brand awareness means the consumer know about the product. Brand awareness is the extent to which brand awareness is recognized by potential customers and associated with a particular product. Brand awareness is also considered the element of the knowledge about the brand. It is the powerful knowledge about the product. When consumers know about the product brand they buy it again and again. Brand knowledge and brand opinion is used to enhance the brand recall. When consumers have knowledge about the brand or loyal with the brand they must want to buy the brand. Brand awareness

is also the swelling memory about the product. Brand awareness will not affect consumer perceived quality directly but exert regulating effect. This study purposes that consumer with brand awareness have rich knowledge about the brand attributes.

The marketing achievement of the company is depending upon their capacity to persistently develop their products packaging with spirited pricing, brand awareness and price (Dhurup, 2014) . This learning is based on the previous study. From the above study it is to review that there is need to identify factors that have impact on brand loyalty. This study finds out the relationship between independent variable (packaging, price, brand awareness on dependent variable (brand loyalty). This study not only provide relevance theory on variable but this study will be successful not only to enhance the business wealth but it is also to increase the profit of the business.

The main focus of the study is to determine the relationship among the brand attributes (packaging, price, brand aware awareness) on brand loyalty. The discovery discovered all three attributes of brand packaging, price, and brand awareness had a significant and positive relationship with brand loyalty (Hana, 2005). The research argues that implementation of the green packaging marketing tactic to outfox global competitors. Packaging is a life of a product and brand is one of the cues to judge the product packaging for consumer. And brand awareness would have positive impact on brand loyalty.

This study finds out the relationship between independent variables (packaging, price and brand awareness) on dependent variable (brand loyalty). The conclusion not only related theory of brand but also tools that provide guidance for enterprises to take full advantage for their profit and significance of the business. Finally, we say that brands are war on daily basis in attracting customer and change their preference in product and service

Objective of the Study

Following are the objective of the study:

1. To determine the impact of packaging, price and brand awareness on brand loyalty in Pakistan.
2. To describe the relationship among brand loyalty and other variables such as packaging, price and brand awareness.
3. To explain whether brand loyalty predicts by factors namely packaging, price and brand awareness.
4. To determine the factors that affect the brand loyalty

Research Questions

Following are the research questions of the study

1. What is the impact of packaging, price and brand awareness on brand loyalty?
2. How to describe the relationship among brand loyalty and other variables such as packaging, price and brand awareness?
3. How to explain whether brand loyalty predicts by factors namely packaging, price and brand awareness?

Significance of the Study

The research provides valuable insights on to the mangers of the companies on the demand continuously enhance their products packaging with spirited pricing strategies in sort to get brand awareness and brand loyalty and hang about the spirited in market. The study also provides support of the relationship among the brand loyalty and packaging, price and brand awareness according to the Pakistan environment. This study not only provide benefits to the mangers of the companies but it is fruitful for every types of business who

sales different types of product. It is also help to promote sales, worth of business and finally increase the profit of the enterprise.

Problem Statement

Research problem is to examine the relationship between the packaging, brand awareness, price and brand loyalty in Pakistan.

Background of the Problem

Background of the problem involves dimensions packaging, price, brand awareness and brand loyalty. We all are interested in marketing and are living in backward culture and we are all want to get a product well packed and affordable price. There is a lack of the knowledge about the brand and have low level of thinking about the packaging, and have less experience about the product. We are all not ready to buy a product without packaging because without it cannot be easily store, transfer and protect. In modern era every consumer wants to get a product well packed and have life style. For this purpose, to determine the consumer behavior by using variables namely packaging, price, brand awareness and brand loyalty. This study tends to conducted in Pakistan traditionally development of the packaging, price, brand awareness and brand loyalty. This study conducted to enhance the growth of the business when there is poor packaging, unstable prices, and lack of brand awareness and customer are less loyal to the branded product.

Literature Review

Packaging

Chaudhary (2011) conducted a research study to determine the character of the packaging, packaging design and pulse rate in term of the product attributes. This research finds out the relationship between packaging and graphics, color of packing and consumer buying decisions. According to this study packaging is an important part of the product and serve as sales promotion. This research aims to examine the packaging role in Jordan at the point of purchase. The study finds the relationship between independent variable (protection of products, promotion of product, facilitating of reuse and storage facilities) and dependent variable consumer perception at point of purchase in Jordan (Gaafar Mohamed Abdalkrim1 (Assistant professor) 2013). The researcher conducts a research study to determine the relationship among the brand loyalty, pricing, packaging and brand awareness in South Africa in paint industry. This study conclude that brand attributes has significant impact on brand loyalty (Dhurup, 2014).

Robert (1998) the research study to examine the relationship between the packaging, product labelling and communicative competence in the context of the USA. The research suggested that it has long life relationship with customer. (Chantler, 2014) The researcher argue that the standardized packaging will result in decreasing price and then it will turn to increase the consumption of products. They also argue that in the long life at least it will reduce the brand loyalty in terms of tobacco.

Packaging is an important medium to save, protect and transfer of the product and it is also help to keep the product comfortable and convenience source of advertising (Chandler, 2010). The researcher conducted a research study aims to determine the relationship between product packaging and brand loyalty in Nigeria. The study also argue that friendly packaging enhances pleasure and stimulation and study revealed that packaging design has a significant impact on consumer involvement in terms of brand (Rasheed, 2015). Packaging according to this study is a source of marketing that help to build relationship by usage and possession. Packaging -design use to promote product and differentiate the product from their competitors (Khurram, 2012).

The researcher aims to study the relationship among the packaging and brand loyalty in Pakistan and researcher argue that companies focus on packaging due to this they achieve a brand experience. Packaging offers variety of functions for product such as brand identity expression, relation building, communication, selling and protection. Packaging is an important element which not only to protect product but it also the source of communication for consumer (Kleimenova, 2015).

Packaging is the medium of, to provide market information which help to consumer to differentiate the product from their competitors and study conducted in United Kingdom and examine the relationship among price, advertising, brand name, packaging and product on end user preferences. The purpose of this study to determine the impact on brand relationship and brand preference and the researcher find the relationship packaging and brand experience. Packaging design is a product attributes that shows the product personality if they are well packed design they persuade consumer to repurchase product (Marco & Fioretti, 2014).

A study to identify packaging to different types of brand personality in terms of packaging design when the design of packaging is attractive it must attract the attention of the consumer and they must to want to buy again and again. Packaging is considered the container to the product and has physical appearance which include the material, color, shape and design are used. The study finds the relationship among the packaging and consumer involvement (Kesinro & Rasheed, 2015).

Price

Dhurup (2014) the researcher conducted a research study to examine the relationship among the product attributes such as packaging, brand awareness, price and brand loyalty in the context of paint retailing industry. Ovidiu (2010) the study shows the relationship among the brand loyalty and its five dimensions such as brand satisfaction, recommended intention, brand repurchase, price, distribution of brand and purchase intention. (Sidek, 2008) the researcher in this research examines the relationship between the dimensions of the brand loyalty such as brand name, price, style, product quality, service quality, promotion and store environment with brand loyalty in Malaysia.

Chioveanu (2005) the study examines the relationship between the brand loyalty, advertising, price dispersion and oligopoly in Spain. The researcher conducted a research study to determine perceived value of pricing in terms of consumer value pricing, consumer surplus, market value, economic value, money value and differential value in strategic marketing in Bangalore. Sundaram (2012) the research examines that the pricing issue for the poor and rich country transfer to the financing in monetary term.

(Danziger, 2014) in this research study researcher examine the three sets of pricing for three different products such as at the retail store basket price are same, consumer think that the store which offer price lesser at all and judge the total price of basket they must select which give them good value without knowing future pricing details. They must judge price first and then choice. (Hayan, 2015) The goals of conducted a research study to determine the relationship among the build satisfaction and brand loyalty. This study also explores three consumer perceptions such as brand image, price fairness and perceived quality which consumer want to buy in the context of the brand loyalty and satisfaction of the consumer in Damascus.

Lydia (2012) the research indicates the factors that has significant impact with brand loyalty include in research i.e. brand size, brand price, brand variety, brand attractiveness and brand reputation. Urun (2011) price has influence buying behavior of the retail industry and consumer brand loyalty. This study is based an empirical study which tells us price are influence when consumer purchase a goods or services.

Suthar (2014) study purpose to determine the relationship among marketing mix such as price, product, promotion and place and customer perceive value on brand loyalty in Pakistan. Janine (2011) price is an

important element of the marketing mix. The researcher found that it has significant relationship with food retailing and brand loyalty in Germany. For the promotion of pricing the firms use different strategies they set the price for the product by judging the consumption level of consumers and their income worth.

Varian (1995) study reviews that the pricing theory congestible means such as routers and web sites examines the application of pricing. Study explore application of pricing expand in competitive environments. (Johan, 2007) the study conducted to determine the relationship among the dimensions of brand equity, awareness, associations, quality and loyalty and quality attributes such as taste, packaging and functions. This study examines the understanding about the pricing and brand equity in the context of the grocery product in Sweden. (Saptariani, 2008) the study conclude that pricing strategy is important for some consumers and pricing decision is important decision rather than brands name, quality and others. The researcher reviews that prices are decrease on increase it will not remain constant and it will depend upon the cost of the product,

Brand Awareness

Gupta (2013) the researcher conducted a research study to examine the relationship among the attitude, daily consumption of goods and brand awareness in rural areas of the Punjab in India. (Hoyer & Brown, 2011) reviews that brand awareness has a significant impact on brand loyalty. The researcher examines that when consumer have knowledge about brand they must purchase superior quality product on the other side if they have less or have no knowledge about the product they must want to purchase a low quality of product. Brand awareness is the prime goal of the advertising.

Zhang (2014) the study reviews that brand awareness, brand image and perceived quality has significant influence on brand loyalty in terms of smart phones in Thailand. (Malik & Ghafoor, 2013) the researcher studies the three factors namely brand loyalty, purchase intention and brand loyalty study conclude that these three dimensions has positive impact with each other. (Mohammad , 2011) brand name is a crucial concept and precious assets for firms due to this marketer consider competitive advantages for firms. The researcher investigates the factors that influence the brand loyalty. These dimensions are categories five in numbers: brand image, quality, brand awareness, advertising and availability in Mazandaran. Study conclude that all five dimensions have positive relationship with brand loyalty.

Mariam & Gulzar (2011) the researcher conducted a study to determine the impact of the perceived quality, brand awareness and customer loyalty on purchase intention and brand profitability in the context of the resellers. (Sharp 2012) the researcher reviews that how much the importance of the brand awareness in customer mind. (Madani, 2012) the study says that brand is an important element in business. The study reviews that the relationship between the product brand image, brand loyalty, fit perception and brand quality in Iran.

Koniewski (2012) brand awareness is considering the low level of brand remind. Where the brand having structure in the mind of the consumer so that they must want to repeat buy brand. (Yazd, 2010) the researcher conducted. A research study to examine the factors that affect the brand intention, brand and customer value. The study found that the brand awareness has significant impact on customer value.

(Krishnakumar, 2014) brand awareness organized the success of a brand and study to understand the product attributes and importance of brand awareness in Chennai and find the relationship among brand awareness, attributes of product and brand awareness. (Osman, 2010) brand awareness is considering the main element in the life of the consumer. The research paper shows the relationship of brand loyalty on brand awareness in the terms of the milk packed in Pakistan.

Hanna (2005) according to this research the researcher explore that the consumer selects the brand they are most familiar about the branded product. (Fengzeng, 2015) the researcher conducted a research study to

examine the relationship among the perceived quality, hotel growth, price fairness and brand strategy in the context of the hospitality. Brand awareness is the primary function of the advertising. When a consumer understands the advertising about the brand they must recall brand in his mind.

Brand Loyalty

Gope (2012) the researcher conducted a research study to determine the relationship between the features of the product such as color, fragrance, germs fight features and skin care consider is an important element which affect brand loyalty in terms of toilet soap in Dhaka in Bangladesh. (Yurova, 2015) the research reviews that the factors which has long life impact on brand loyalty are high involvement and low involvement in the context of the monetary promotion and sales promotion and conclude that it may cause to increase brand loyalty.

Loyalty concept is mostly found in service sector and brand loyalty deals with the personal experience about the product. This analyze the factors that affect the consumer brand loyalty include trust, service quality, service sector, commitment and satisfaction in the terms of telecommunication in the context of Pakistan.

The researcher reviews that the relationship among the different dimensions including extended loyalty, behavior intended, loyalty essence and brand loyalty. The research determines that brand dimensions has significant relationship with brand loyalty (Akhtar, 2012).

Ovidiu (2010) the researcher frames a research to check the relationship among the brand loyalty, customer care, customer loyalty and brand in the context of the company. (Mao, 2010) the researcher conducted a research to examines the factors that affect the brand loyalty and the researcher find the relationship between the brand commitment and brand loyalty. The researcher also identifies the factors branding, brand experience, brand commitment and brand loyalty.

The researcher argued that branding is a weapons for different firms and researcher examines the relationship between various element that affect the brand loyalty including namely brand trust, service quality, perceived value, brand loyalty and brand identification in hotel. The study find that brand loyalty has three perspectives, Behavioral loyalty, composite loyalty and attitudinal loyalty (Vishwas, 2014).

Kevin (2015) the researcher conducted a study to measure the relationship between the repeat purchase and attitude of the consumers and research also help to consumer in relative attitude and consumers perceived differences. This researcher is conducted in industry sector in Iran and the researcher conclude that the product brand image, brand loyalty, fit perception, parent brand, brand awareness and brand loyalty has significant association with each other's.

Chou (2013) the study examines that the impact of on line community with consumer loyalty and the study find that brand loyalty has positive impact on product quality. (Chou, 2013) in this research the researcher checks the relationship between variables social ability experience, consumer experience, pragmatic experience, usability experience and hedonic experience in the terms of the online communities.

Ekinci and Whyatt (2011) the researcher conducted a research study to determine the effect of customer satisfaction on brand loyalty and brand equity in the context of the hotel industry. The researcher suggested that customer satisfaction find the mediate impact ideal congruence and brand identification on brand loyalty.

Wernerfelt (1991) the researcher conducted a study to describes that brand loyalty has two concepts first is "inertial" brand loyalty due to the lags in awareness and "cost" brand loyalty resulting due to the effect of

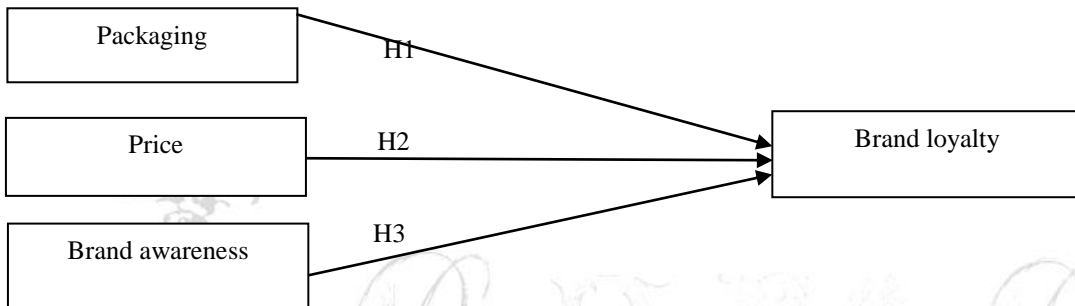
the utility of the intertemporal. The study assess that inertial brand loyalty tend price dispersion while cost loyalty allow single price equilibrium in this study differentiate the price and brand loyalty (Shum, 2011).

The researcher in this study reviews that market place where consumer give preference by brand loyalty and the researcher identify that advertising play a role to control brand loyalty when consume understanding advertising thy encourage them to move towards the lesser familiar brands and sometimes advertising cause to repurchase brand (Krishnakumar, 2014). The researcher explores the research study to examine the relationship between the customer exceptions, brand awareness, product attributes and brand preferences in context of the Chennai.

Theoretical Framework

Independent variables

Dependent variable



Identification of independent variables and dependent variables

Products attributes namely packaging, price, brand awareness is Bing treated as independent variables and brand loyalty as dependent variable.

Development of Hypothesis

Basically brand loyalty area has gained too much concentration of researchers. Brand loyalty may be considered in automobiles, garments, smarts phones or any other product. If service quality of product attributes is considered, still too much depth is needed to be explored. Too much items can be considered regarding product attributes and that items have been explored by different researcher. (Dhurup, 2014) has proved significant and positive relationships between brand loyalty and product attributes namely packaging, price, brand awareness in his studies.

Following hypothesis are developed based on the literature reviews.

Hypothesis 1: packaging has significant and positive relationship with brand loyalty.

Hypothesis 2: pricing has significant and positive relationship with brand loyalty.

Hypothesis 3: brand awareness has significant and positive relationship with brand loyalty.

Research Methodology

Research Design Approach

This study uses a quantitative design survey method to examine the impact of packaging, brand awareness and price on brand loyalty in a reputable area in Okara and Sahiwal in context of Pakistan. This study use survey method and so this study assumed a descriptive research design to gather information from

respondent in terms of sex, occupational level and age. Mostly researcher use quantitative approach to achieve a meaningful result in to relationship on the bases of empirical study in a paint industry in the context of South Africa (Mafini, 2014).

Research Study Population/Sample

Consumer of the market in Okara and Sahiwal, Pakistan are lived university of education (special), people living inside or outside the campus to study the population. The study use sample is draw from population that represent the attributes of the population. The total population is selected 300 consumer of the market.

Sample Size and Sampling Method

The samples are the products holders of the market in Okara and Sahiwal, Pakistan. They have high level academicians, business individuals, students, wage earners, low or high level salary people. They can be females and males and have different ages. This study is use convenient sampling for research. This study use Sample size is 212.

Sources of Data

Sources of data including the use of the inferential and descriptive statistics. The descriptive measurement to use including the percentage and tables where as in the inferential measurement give the opportunity for the utilization of the regression and correlation analysis.

Data Collection Method

This study uses the questionnaires instrument for the purpose of the collection of data for different kinds of the test of the data. In this method the researcher made an appeal to their respondents to fill questionnaires seriously and force to return questionnaire.

Research instrument

This study use questionnaire as research instrument for the purpose of the collection of the data by conducting a surveys in different areas. All the questionnaire selected from other literature in the terms of, to fit for this research study. This questionnaire contains five parts. These are personal profile, packaging, price, brand awareness and brand loyalty. The questionnaire from part 2-part 5 used Likert scale for the respondents to select only one option with in five items. Items include 1: strongly disagree 2: disagree 3: neutral 4: agree 5: strongly agree. All the questions are designed in English language.

Measurement of variables

Packaging

The packaging variable are measured with the reference of the work of the(Dorotea, 2007).

Price

The study used multi-dimensional measures developed to measure the price developed by (Ahn, 2014).

Brand awareness

To measure the brand awareness, a five items by using five Likert scale pattern after the scale used in last studies (Chengxiao, 2013).

Brand loyalty

The brand loyalty is measured with the reference scale used by (Ahn, 2014).

Data Analysis Method

S.P.S.S (Statistical Package for Social Sciences) version 16 is used for the purpose of the data analysis. Descriptive statistics and inferential statistics are calculated for the purpose of the analysis of the data. Personal information of the users is depicted by percentage. Mean and standard deviation were calculated of the dimensions of product attributes.

Reliability of the questionnaire items are reviews by Cronbach Alpha test. Correlation analysis are used to check how much the dimensions of product attributes are correlated with one each another. Regression analysis are used for the purpose of to calculate what percentage occurs in product attributes due to its dimensions and what percentage rise to brand loyalty due to products attributes namely packaging, price, brand awareness.

Results of Reliability Analysis

Reliability analysis are used to perform of the elements of the products attributes namely packaging, price, brand awareness and brand loyalty. It is compulsory to check the reliability before the analysis of data. Results of reliability analysis are shown in the table. The overall reliability of the product attributes and brand loyalty is 0.723 by using 28 items. Reliability results shows that the research instrument is valid for the purpose of the collection of the data because it is, to meet the standards and fulfill the acceptable criteria.

Dimension	Items	Cronbach Alpha
Packaging, Price, Brand awareness, Brand loyalty	28	0.723

Results of Descriptive Statistics

Results of the demographics characteristics of the respondent are shown in the form of tables. In gender category, 54.2 % are males and 44.8% are females. Regarding age category, 89.2% are from 15 years or above but below 30 years' category, 31-45 are 10.4% and above 45 is 0.5%. In occupation's category, 2.8% belong to teaching, 75.5 % belong to student, 4.3 % belong to business person, 11.3 % belong to banking and 6.1 % belong to others professions.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	115	54.2	54.2	54.2
female	95	44.8	44.8	99.1
3	1	.5	.5	99.5
4	1	.5	.5	100.0
Total	212	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-30	189	89.2	89.2	89.2
	31-45	22	10.4	10.4	99.5
	more than 45	1	.5	.5	100.0
	Total	212	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	160	75.5	75.5	75.5
	Banker	24	11.3	11.3	86.8
	business person	9	4.2	4.2	91.0
	Teacher	6	2.8	2.8	93.9
	Other	13	6.1	6.1	100.0
	Total	212	100.0	100.0	

Result of Correlation Analysis

Results of the correlation analysis are shown in the form of table. This following correlation table indicate the how much dimensions of product attributes are calculated with one another, how much product attributes with the dimensions of the product attributes and how much attributes of the product are correlated to the brand loyalty.

The packaging has significant relationship with brand loyalty at the value 0.000 which is less than 0.05. The price also has significant relationship with brand loyalty at the value 0.000 which is less than 0.05. The brand awareness also has significant relationship with brand loyalty at the value 0.000 which is than 0.05.

Correlation Table

Following are the correlation table with findings the correlation of variables. Before correlation analysis it was finalized whether Pearson correlation co-efficient was meaningful for the data or Kendall's tau- b correlation co-efficient or spearman correlation co-efficient. Results of the scatter plot indicated that linear relationship was found among the product attributes and brand loyalty. So Pearson correlation co-efficient was calculated.

Correlations

		packaging	price	brand awareness	brand loyalty
packaging	Pearson Correlation	1	.484**	.328**	.390**
	Sig. (2-tailed)		.000	.000	.000
	N	212	212	212	212
price	Pearson Correlation	.484**	1	.257**	.232**
	Sig. (2-tailed)	.000		.000	.001
	N	212	212	212	212
brand awareness	Pearson Correlation	.328**	.257**	1	.410**
	Sig. (2-tailed)	.000	.000		.000
	N	212	212	212	212
brand loyalty	Pearson Correlation	.390**	.232**	.410**	1
	Sig. (2-tailed)	.000	.001	.000	
	N	212	212	212	212

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

Results of Regression Analysis

Before regression analysis, Durbin-Watson test was applied to observe whether there was autocorrelation among the variables or not. Values of Durbin- Watson test were in the limits (between 1.5 and 2.5) for the variables and it prove that there was no autocorrelation between the variables.

Result of the regression analysis indicated a positive relationship ($F=22.104$), $P < 0.05$) among three independent variables named packaging, price, brand awareness and dependent variable named as brand loyalty. The brand awareness is the most significant independent variable with beta co-efficient of 0.326, followed packaging, with 0.316, price 0.013,

Regression Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.974	3	6.658	22.104	.000 ^a
	Residual	62.653	208	.301		
	Total	82.627	211			

a. Predictors: (Constant), brand awareness, price, packaging

b. Dependent Variable: brand loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.231	.54883

a. Predictors: (Constant), brand awareness, price, packaging

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.357	.300		4.522	.000
	packaging	.316	.080	.280	3.934	.000
	price	.013	.057	.016	.232	.817
	brand awareness	.326	.067	.314	4.882	.000

a. Dependent Variable: brand loyalty

The value of F must be greater than 5. In this study the value of F is 22.104 Results of regression analysis also indicate a positive relationship (F=22.104, P < 0.05), among independent variables with beta coefficient named as packaging, price and brand awareness and dependent variable named as brand loyalty. The independent variables accounted for 33.33% variation in dependent variable.

Value of beta co-efficient for packaging (B, 0.316) price (B, 0.013) and brand awareness (B, 0.326) The level of significance is 0.000. The value of adjusted R square is 0.231. The results are justified. The results of the regression analysis are significance for independent variables packaging, and brand awareness but regression results for price are poor. R square is 0.242 which implies that 33.33% variation between independent variables and dependent variable.

Conclusion

Dhurup1, Mafini1 et al. (2014) has conducted a study on how dimensions of product attributes namely packaging, price and brand awareness affect customer brand loyalty. He considered the three dimensions of product attributes such as packaging, price and brand awareness for the impact of the brand loyalty. The research results have proved that these above mentioned three dimensions have significant and positive relationship with brand loyalty.

The present research study was replicable in Pakistan, a reseller point of view in mobile sector of Pakistan. Quantitative approach was used for conducting the study. Findings were obtained through regression analysis. It was concluded that price had no strong relationship with brand loyalty and packaging, brand awareness had positive relationship with brand loyalty. In addition, product attributes namely packaging and brand awareness had a significant impact on brand loyalty.

Limitations of Research

Convenience sampling technique was adopted for sampling purpose because it will make us reach maximum numbers of people. Convenience sampling is the most appropriate tool to gather data by the help of the questionnaire Simple random sampling technique can be used for the more generalizability of research results.

Due to time constraints only 212 respondents were approached to get response from them. This research can be made more generalized by getting responses from large sample sizes. For healthier research results, data can be collected from more than two cities as researcher collected the data only from two cities (Okara and Sahiwal) province Punjab of Pakistan. Other data analysis technique can be utilized for better insights into the research results.

Recommendations

The results of the study recommend to the existence of the positive association between the product attributes namely packaging, brand awareness and price and brand loyalty. By utilizing these results there are many recommendations can be suggested to develop packaging, brand awareness and price strategies objective to enhancing brand loyalty between customers. With their reference of the packaging it is compulsory for marketers to enhance innovative strategies for packaging will lead to the customer in a desire way.

To insure brand loyalty increased in successful companies in markets are shifting the pricing strategies and policies such as offer single price, variable price, odd price, multiple price, cash discount on purchase and any other strategies to develop repeat purchases. Brand loyalty can also increase with the help of the brand awareness. Brand awareness is the objective of the advertising. When advertising is more it may cause to brand awareness and brand awareness may lead to brand loyalty.

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Appendix

Questionnaire

Personal profile

Dear Respondent! I am the student of MBA- Management Sciences. I am conducting a research on the above topic. I request you to please give your kind response. I promise that the data which you are providing will be kept confidential and not disclosed to anyone.

Thanks in anticipation

What is your gender?

- Male
- Female

What is your city of residence?

What is your age?

- 15 to 30 years
- 31 to 45 years
- More than 45 years

What is your occupation?

- Student
- Banker
- Teacher
- Business person
- Other (please specify) -----

Please Mark

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

S.No	Packaging	1.SD	2. D	3. N	4.A	5.SA
1	Packaging is a marketing tool that used to promote the product it protect.					
2	The package becomes the signature of the brand.					
3	Packaging is a permanent form of communication.					
4	Packaging is a part of the product and a packaging for some product the really key.					
5	If a package is fail in protection, all other function worth nothing.					
6	Packaging is an ad.					
7	Packaging makes the differences at the point of purchase.					
3.8.3	Pricing	1.SD	2. D	3. N	4.A	5.SA
1	Will purchase at the same prices.					
2	Will recommend friends to purchase.					
3	Will purchase even at higher prices.					
4	Will recommend friends to purchase even at higher prices.					

5	Consumer purchase products always! which have low prices.					
6	My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.					
7	The probability I would consider buying this luxury brand is high.					
3.8.4	Brand awareness	1.SD	2. D	3. N	4.A	5.SA
1	I am aware of Nokia mobile software.					
2	This antivirus software of my mobile, I am really familiar with.					
3	When I think of antivirus mobile software, this software come to my mind due to brand awareness.					
4	I know how the symbol of this mobile software brand looks like.					
5	I can quickly recall the logo of this Nokia mobile software.					
6	Brand awareness is the objective of the advertising.					
7	This mobile software that I am using had a well-known brands.					
3.8.5	Brand loyalty	1.SD	2. D	3. N	4.A	5.SA
1	I consider myself to be loyal to brand Nokia.					
2	I am willing to pay more for brand Nokia than for other brands on the market.					
3	If brand is not available at the store, I would buy it in another store.					
4	I recommend to buy brand Nokia.					
5	If I were going to purchase a luxury product, I would consider buying this Nokia brand.					
6	If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.					
7	I like the brand image of Nokia brand.					

Thank you very much for your precious time.