

Enhancing Customer Purchase Intentions through Service Brand Credibility

Rana Tahir Naveed, PhD
University Putra Malaysia UPM

Mohammad Adnan
SBS Swiss Business School

Binyamin Shahzad
Leads Business School, Pakistan

Abstract

Purpose – The basic aim of present study was to test the construct of brand credibility and its impact on purchase intentions with moderation effect of brand image in service sector of Pakistan. **Design/methodology/approach** – for the sake of data collection, A questionnaire was used from the customers of fast food users from the city of Lahore Pakistan. Regression and correlation analysis along with others were used for data analysis and hypothesis testing. **Findings** – Based of the statistical evidences of present study it is found that brand credibility and purchase intentions are positively related whereas brand image moderates this relationship. **Practical implications** – This study will help survey marketers and managers to understand the importance of brand credibility for enhancing customer purchase intentions, furthermore it will guide them to incorporate the brand image in crafting different marketing and branding strategies to increase brand royalty. **Originality/value** – According to researcher, this is a pioneer study to propose the impact of service-brand-credibility and its impact on customer purchase intentions with moderating effect of brand image in the context of Pakistan.

Keywords: Brand credibility, Purchase intentions, Brand image, Brands, Pakistan.

Paper type: Research paper

Introduction:

The priority of all organizations is to sell their products or services for the purpose of achieving their objectives (benefits, welfare, value of stock, etc.), it is not surprising that most valuable measures used in market research survey are consumer loyalty measures. Regarding marketers, the significance of comprehension of consumers' processes and activities to which people are engaged in the form of searching for, choosing, purchasing, utilizing, assessing and disposing of products and services for the purpose of satisfying their needs and wants; are definitely acknowledged (Cretu, 2007). The comprehension has utmost importance concerning the guidance of marketers for the purpose of discovering those stimuli through which motivation of customer is created in the form of positive perception, belief and stance which are concerned with image of company and products' consumer loyalty. Briefly, this comprehension provides assistance to the marketers for the predication of behavior of consumer in the process of consumption.

Intangibility is considered as one of the fundamental feature of services, its mean that we cannot physical touch service, we cannot taste it, we cannot smell it (Parasuraman et al., 1985). From the service provider's perspective, researchers contend that because of intangibility, communication regarding services is inconvenient and necessitate the unique contemplation concerning copy strategy and creative execution (Choudhury, K. 2013; Choi, Y.,2014). From the perspective of customers, services' intangibility prompts the uncertainty regarding facets and advantages of the service (Swait, 2006) and makes the assessment of quality of service difficult (Parasuraman et al.,1985).Incomplete and asymmetric information results in the origin of uncertainty which assert that typifies service markets, that is, the providers of services have more understanding regarding their services as compared to customers.

Brand products or services are generally publicized as well as capture the focus of targeted customers. Brand marketing is the way through which the emotional link among people and brand is exploited more than the advantages of the products. Now the brand is extensively accepted as a pivotal factor in customer purchase. Brand play a crucial part that it necessitate the distinctive identity of firm products/services, dissimilar from the rivals. Consumers have no definite information regarding products or services as they face a lot of products and services in market. This results in creation of uncertainty in consumers' mind. The signals are utilized by firms/customers for the purpose of communicating the information when there is availability of asymmetric information in the market (Goldsmith et al., 2000). In such sorts of circumstances, brand can go about as symbol or signals (Erdem et al, 2004) and there should be credibility concerning signals (Grimmer, M., 2013). The commencement of brand credibility is source of credibility literature, when brands involve credibility as an

inevitable part then it represents the brand credibility. Brand credibility refers that there is credibility in the facets of brand (Product, Services) information.

Research objectives:

- To investigate the impact of service brand credibility on consumer's brand purchase intentions.
- To examine the effect of brand image as moderator

Research questions:

- What is the impact of service brand credibility with purchase intentions of consumers?
- What is the role of brand image as a moderator between the relationship of service brand credibility and consumer purchase intentions?

Significance of the Study:

Various specialists chipped away at the issues which are identified with this subject. In previous research studies, researchers pay more attention on tangible products (goods). According to (Erdem et al. 2004), brand equity is contemplated as a signaling phenomena. Regarding the measurement of brand credibility and consumer loyalty, the focal point of Swait and Erdem (2007) was tangible products. Concerning the service brands, there is no comprehensive explanation in existing literature.

There are two ways through which this study makes the contribution in existing literature. First of all it intends to investigate the relationship of service brand credibility with consumer purchase intentions. Secondly, it attempts to examine the role of brand image as a moderator. This research study intends to improve the comprehension of academicians, marketers, advertisers and policy makers regarding causal relationship of brand credibility with consumer purchase intention along with role of brand image.

Literature Review

Brand credibility and its dimension

When there is an unbalanced information in market and end consumers have not well knowledge of brand, then brand perform as signals of product position (Sweeney, 2008). Organizations can utilize many other 4Ps instead of the brand to signal product quality; these elements could be high price of the product, introducing different warranties or distribution of product via different distribution channels. The credibility of these actions are not sure and depends on the situation of market and behavior of consumers. Previous marketing actions and strategies sets brands with the addition of elements of marketing mix (Spry, 2011). Credibility can be defined as the acceptance and believe on product at specific time and proposed tow major components, one is trust worthiness and the second one is expertise. So the brand credibility is known as the consumer's believe on the product, and the promises which this product is claiming.

Brand credibility concept is based on the research done by (Hovland et al.'s 1953) and adapted by (Erdem, 1998, 2004, 2006). According to this definition, brand credibility consist of two important key factors, one is trustworthiness and second one is expertise. "Trustworthiness is belief that the firm is willing to deliver on its promises" and expertise is "belief that the firm is capable of delivering on its promises". Trustworthiness described as a characteristic of a person or brand (Hovland et al., 1953). In "customer based brand equity", brand credibility plays an important role and known as key element Keller's (2001). This relationship is also discussed and developed by Konecnik, & Gartner (2007), Blackston (2000) and Sweeney & Chew (2002) among others. Concluded that brands serves in a two way, it attracts customers by creating awareness and affiliation, it also act as a reminder to think about the organization (Rust & Oliver, 2000).

Brand can be discuss in term of long term relationship among buyers and sellers and remain important at all levels in building the relationship (Chernatony, 2000; Wood, 2000).

A brand is a name and/or image like logo, trademark and packing design that remarkably distinguishes the items or services of a vender, and separates them from those of its rivals (Aaker, & Biel, 2013). In the administration business, an organization's name is the primary brand (Berry, 2014.; Danaher et al., 2003). With regards to administration branding, scientists have noticed the significance of brand name in shopper assessments of brands, as it helps the customer in reviewing brand advantages (Xue, 2015; Keller, 2003).

Many other researchers concluded that source credibility encompasses of attractiveness, expertise and trustworthiness (Webster & Keller, 2004). Trust of receiver on the sender is known as trustworthiness. On the other hand, expertise are the source's perceived skills. Attraction and likeness is related to the source's image. Therefore brand's credibility need customers to perceived that the brand is trustworthy. Current and past marketing investments done by organization are reflected by "Trustworthiness, expertise, and attractiveness".

Another research concluded that the source credibility is the mixture of three elements, and these elements are "trustworthiness, expertise, attractiveness" (Erdem et al, 2004). This researcher describe these element as

1. Trustworthiness: "To what extent a brand is considered a reliable source of information".

2. Expertise: “The extent to which a specific brand has good knowledge and skills”.

3. Attractiveness: “To what extent a brand is evaluated in term of personality determinants (Behavior, ambition etc)”

Dimensions of brand credibility

Trustworthiness

Trustworthiness is mysteriously attractive for the consumers when they evaluate the credibility of the brand which works because of trust (Goldsmith et al.,2000).

The fundamental parts of the trustworthiness will be unwavering quality, Dependability, genuineness, truthfulness and trustworthiness. Elders are much reliable than the old ones because they required pattern by brands (Pandey, 2011). The important thing that impact the customers mid is well known as reference that is gathered by the older folks who apprise a particular brand (Escalas & Bettman, 2005). Another researcher discuss that females trust on a brand by the utilization more than the males (Sliburyte, 2009).

As it was by yet at the distinctive phases of customers, trustworthiness and the level of trust are same (Sutter et al., 2007). Organizations can likewise harvest the upside of item high credibility which originates from high notoriety, fame, high open picture and reliability and afterward relate it with other item and guardian brand (Song, 2008).

Expertise

Product which are affiliated with expertise and best knowledge & skills are experienced positive relation on intention to purchased by customers (Till & Busler, 2000).

Charbonneau and Garland (2005) relate “Fit” term with the term expertise, as sportsman will only feel good with the product related to them i.e. sports product or brand instead of the firm which have no expertise in sports products or have unrelated diversification. Czellar (2003) in his research, he explored that expertise have a great influence as compare to other factors trustworthiness and attractiveness.

Another research conducted by (Spry, 2011) discussed that there is a indirect influence of trust in brand on the credibility, trust on brand. If the firm is offering more trust, the consumer can move toward it instead of toward the less convenience and trust (Ngobo, 2004). Many researchers explored the influence of the brand credibility on behavior toward the specific brand.(Lafferty et al., 2002).

Attractiveness

People are more likely to purchase something which have good appearance Bian & Moutinho, (2011). Graphics of an advertisement attracts customers positively regarding the purchase intentions(Clou, 2006).

The research works of numerous analysts demonstrated that the standpoint and physical look or attraction is an extraordinary component through which the viability of brand character as far as identity is surveyed (Kahle et al.1985; Till, 2000).

In contrast, (Bower et al., 2001) in his research discussed that high attractive brand are not suitable regarding the advertisement because by doing this, they are generating artificial identity. Many dimensions of attractiveness are much difficult to get better understand. We cannot define attractiveness through only a single dimension (Rampl & Kenning, 2014).

To influence the social experience or judgments, attractive faces are the best option (O’Doherty et al., 2003).

Brand Image

Aaker, (2009) explained brand equity as the assets that are connect with brand’s name and different symbols that adds value offered by the products or services to the customers. Keller (2011), gave out a framework to create brand equity, in this framework, researcher composed knowledge in two dimensions, one is brand awareness and other is brand image. The construct of brand awareness is composed of brand recognition and brand recall, while brand image stands for associations with brand.

We can describe brand image by its quality and uniqueness. Brand affiliations mirror the implications of brands to customers through connecting item data to the brand hubs existing in customer’s recollections, therefore showing item advantages and outline assessments of brands (Keller, 2011). Besides, customer’s expectation can be affected by brand image (Langner, Schmitt & Geus, 2006). A solid, great, and interesting brand image is observed to be decidedly identified with eagerness to pay at premium costs and higher brand value (Faircloth, Capella & Alford (2001); Aaker (2009). Aaker (2009) explained brand image in terms of the functional profit & functioned brand image in terms of emotional & self-expression profits, this relation enable management to maintain long term relations with the customers. Another study conduct by Olson & Mitchell (2000) explored that customers award great brand attitude and purchase intension to the well known products having good brand image. (Lin & Hsu 2011) clarified brand image as consumer’s general view of brands through the brand acknowledgment in the memory.

Purchase Intention

Purchases intention is known as a particular condition to buy a specific brand product or service (Spears et al.2004). It also shows that how a customer would purchase a particular product or service (Heijden et al., 2003). Purchase intention has been taken as a dependent variable by many researchers (Goldsmith et al., 2000; Brown,2003); Daugherty, 2002).

It is very much important to get better understand about the purchase intension of customers because their behavior is usually backed by their intension. It is also an important factor among other that influence loyalty of customers (Maxham, 2001; Heijden et al., 2003). On the other hand “behavioral based loyalty” has been doubtful because it is unable in differentiating the loyalty and spurious loyalty (Heijden et al., 2003). Das (2014) measured purchase intention by evaluating customer’s focus to choose particular brands, including “Absolutely, Possibly, Uncertain, Possibly Not, and Never”.

Purchaser goal indicates, purchasers will stay up with theirs skill, first choice and outside region to gather data, and settle on purchasing decision by surveying substitutes (Moulard et al.,2015; Jiménez et al., 2013; B. DiPietro et al., 2013; Yang & Yoon, 2014).

Influence Of Brand Image On Purchase Intention

Image of a particular advantageous brand influence the customers and is very important influencing factor in purchase intension (Akbar, 2014; Rasheed et al., 2014; Keller, 2008). Another important factor which is symbolic brand image positively influence customer’s purchase intension.(Lin & Lee, 2014) conclude that reason or logic advertisement is not so good stimulator for consumer’s purchase intension, while emotional advertisement is very effective in this way.

Cho et al., (2015), discussed that there is a positive relationship between brand image and customer’s purchase intension, good brand image increases customer’s purchase intension. Lin (2013) explained the relationship between income level and purchase intension, that there is a positive relationship between income level and purchase intension of customers. Based on the above-mentioned literature review, the following conceptual model framework has been developed.

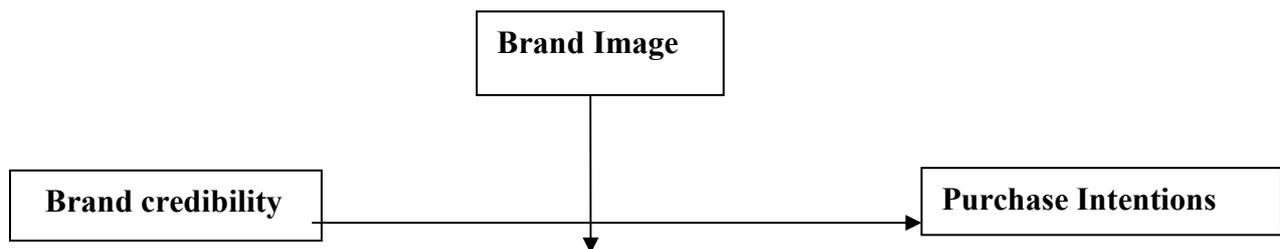


Figure 2.1: Research Model Based on study of Wang at al. 2010

Development of Hypothesis

3.1.1: Brand credibility and purchase intentions:

The relationship among brand creditability and purchase intentions has been investigated by various researchers. The study of Wang et al. (2014), examined the positive effect of brand creditability (consisting of trustworthiness, expertise and attractiveness) on purchase intentions of consumers in automobile industry of china. Moreover, this study also showed the positive moderating role of brand image as well as brand awareness. Chao et al, (2005) examined the influence of foreign brand name as well as its creditability on consumer willingness to purchase since there is influence of country of origin for developing creditability.

In the light of above literature, following hypothesis has been formulated.

H1: service brand credibility influences purchase intentions significantly and positively.

Brand Image And Purchase Intentions

Brand image means the brand associations which are retained in the consumer memory, reflect the perceptions concerning brand (Keller, 2001). Positive brand image is created through marketing programs which are taken for the purpose of linking strong brand associations in memory (Keller, 2003).

There is a lack of literature regarding the role of brand image as a moderator among the relation of brand creditability and consumers purchase intentions. Only a few empirical studies have been conducted on this domain. Prior researches on brand creditability inferred that the impact of credible brand on purchase intentions of the consumers is larger when it is perceived that brand image is strong, favorable and unique, on the contrary this impact is considered weaker when it is perceived that it is less strong, favorable and unique, it reflects the

role of brand image as a moderator (e.g., Lim & O’Cass, 2001). The study of Wang et al., (2010) examined the positive role of brand image among the relationship of brand credibility and brand purchase intentions of consumers. In the light of above literature, following hypothesis has been formulated.

H2: image of a brand has a significant and positive impact on purchase intentions.

H3: Brand image serves as a moderator between service brand credibility and consumer purchase intention.

Data collection and sampling process:

In this research study, primary data has been collected. This research study has used survey to gather primary data through questionnaire from customers of “Pizza Hut” fast foods restaurant in the city of Lahore. As the customers easily understand the questionnaire, so it assured the questionnaire’s content validity.

Population

In sampling process, first of all population is defined. Population is the complete group of cases from which a sample is drawn (Saunders et al., 2009). The customers of “Pizza Hut” fast foods restaurant in the city of Lahore are the population of this research study.

Sampling technique and sample size

In this research study, non probability sampling technique has been employed. Convenience sampling method has been used for selecting the customers’ of “Piza Hut” in the city of Lahore.

Sample size has been derived with confidence level of 95% and error margin of 5% by using Raosoft online sample size calculator. Sample size of this research study is 377 customers of “Pizza Hut” fast foods restaurant.

Variables and items:

In this research study, brand credibility has been measured in three dimensions namely trustworthiness, expertise and attractiveness. To measure brand credibility, questionnaire has been adapted from Erdem et al.2004) and Wang et al. (2010) studies. In order to measure brand image, Brand Image (BI) scale developed by Aaker (1996b) was adapted and this scale is extensively used in various studies (e.g.,Martinez & Chernatony, 2004). A 5 point Likert scale was used to measure variables. In order to measure brand purchase intention, a five point Likert item was used with 1 indicating “strongly agree” and 5 indicating “strongly disagree” (Pavlou, 2003).

Results and Analysis

TABLE 1: GENDER OF PARTICIPANTS

Gender	Frequency	Percentage
Male	206	63.8
Female	105	32.5
Total	311	96.3

Total respondent of this survey was 311 (response rate 96.3%); the distribution frequency of participants was male 206 out of 311 & female 105 out of 311. The percentage of respondents is male 63.8% and female 32.5%.

TABLE 2: AGE GROUP OF PARTICIPANT

Age Group	Frequency	Percent
below 15	22	6.8
15-25	149	46.1
26-35	76	23.5
36-45	64	19.8
Total	311	96.3

There were 4-age groups mentioned in the questionnaire that are below 15, 15-25, 26-35 and 36-45. 22 respondents were of age below 15, 149 respondents were of age between 15-25, 76 respondents were of age 26-35 and 64 respondents were of age 36-45.

TABLE 3: EDUCATION OF DIFFERENT GROUPS

Education	Frequency	Percent
Under Graduation	47	14.6
Graduation	175	54.2
Post Graduation	89	27.6
Total	311	96.3

Table 4.3 shows the level of education of different groups. The level of education of different groups was, there were 47 participants who were under graduation, 175 participants were graduate and 89 participants were

post graduate.

Reliability And Validity

(Gerbing & Anderson, 1988) explain many basic & general guidelines to measure the reliability and validity that are used in different studies. To reduce questions, factor analysis as data reduction method was used. To examine common variance, all items were analyzed. “Varimax Rotation” must be used in rotation of every factor in factor loading, and a criteria of cut-off value is 0.5 in exploratory factor analysis (Hair, 2007). Analysis showed good reliability because all values of this study were above the cut-off criterion which was 0.5. With the help of “Cronbach’s alpha”, scale’s reliability was checked and set criterion of 0.70.

In this study, “KMO & Bartlett’s Test” is also used to check the acceptability of the sample. Many researchers used “KMO & Bartlett’s Test” for adequacy of the sample. 0-1 is the range of KMO and acceptable value is more than 0.6. Table 4.4 is showing the outcomes of KMO & Bartlett’s Test” of this study. The KMO value of this study is 0.763 which is more than the acceptable value i.e. 0.7. “Bartlett’s Test” provided us the value 0.000 which shows that this analysis is perfect to perform the factor analysis.

TABLE 4: KMO AND BARTLETT'S TEST

KMO Measure of Sampling Adequacy.		.763
	Approx. Chi-Square	1354.673
Bartlett's Test of Sphericity	Df	120
	Sig.	.000

TABLE 5: FACTOR ANALYSIS

Variable	Item/ Factor	Factor Loading (EFA)	Cronbach's Alpha
Service Brand Credibility	SBC1	.728	.812
	SBC2	.841	
	SBC3	.680	
	SBC4	.539	
	SBC5	.620	
	SBC6	.781	
	SBC7	.809	
	SBC8	.626	
	SBC9	.887	
	SBC10	.503	
Brand Image	BI3	.825	.759
	BI2	.778	
	BI3	.704	
Purchase Intentions	PI1	.804	.719
	PI2	.776	
	PI3	.666	

Total 16 factors of all 3 variables were loaded; variables were Purchase intentions, service brand credibility and Brand image. Analysis showed good reliability because all values of this study were above the cut-off criterion which was 0.5. With the help of “Cronbach’s alpha”, scale’s reliability was checked and set criterion of 0.70. “Cronbach’s alpha” of “service brand credibility” is 0.812, “Cronbach’s alpha” of “Purchase intentions” is 0.719, and “Cronbach’s alpha” of “Brand image” is 0.759.

TABLE 6: DESCRIPTIVE AND CORRELATION ANALYSIS

		Descriptive Statistics		Correlation		
		Mean	Standard Deviation	Service Brand Credibility	Brand Image	Purchase Intentions
Service Brand Credibility	Brand	3.0400	.77992	1		
Brand Image		3.1527	1.14060	.218**	1	
Purchase Intentions		3.1050	1.04541	.171**	.338**	1

To check the correlation among the different variables, “Pearson Correlation” analysis is used in this study. Table 4.5 is showing the correlation among variables. Correlation between “Service Brand Credibility & Brand Image” variables is 0.218** which shows positive relationship between these variables. Correlation between “Service Brand Credibility & Purchase Intentions” variables is 0.171** which show positive relationship between these variables. Correlation between “Brand Image & Purchase Intension” variables is 0.338** which show positive relationship between these variables.

Mean value of “Service Brand Credibility” is 3.0400 and standard deviation is .77992. Mean value of

“Brand Image” is 3.1527 and standard deviation is 1.14060. Mean value of “Purchase Intentions” is 3.1050 and standard deviation is 1.04541.

Overall Results of Regression Analysis

TABLE 7: OVERALL RESULTS OF REGRESSION ANALYSIS

Hypothesis	Beta Value (B)	Standard Error (Std. Error)	t-value	p-value	Significant/ Insignificant	Collinearity Statistics	
						Tolerance	VIF
H1	.229	.075	3.045	.000	Significant	1.000	1.000
H2	.315	.050	6.313	.000	Significant	1.000	1.000
H3	.141	.007	21.659	.000	Significant	1.000	1.000

Above table presents the results of regression analysis to test the hypothesized relationship among different variables. If we look this table, all results of regression analysis are significant and positive. First of all author would like to discuss the results of H1. As it can be observed from above table, the value of beta for H1 is 0.229 which shows a positive change in dependent variable due to independent variable. Similarly the value of T is above 2.00 that shows T value is positive and significant for H1. Above all the value of P is less than 0.05 on 95 percent confidence level and the values of VIF and Tolerance level indicate that data is free from the issue of multicollinearity. So all these results prove that H1 is true and there is positive and significant impact of service brand credibility and consumer purchase intentions.

Next we would like to share the results of H2, according to the statistical findings of H2, all results are positive and significant for example if we look on beta value we can assess that it is causing a positive change in dependent variable. For instance the value of beta is 0.315 that show one unit change in brand image brings 0.315 level of change in variable consumer purchase intentions and the value of p is highly significant in this regard. So all these results prove sufficient ground to accept H2. So it is statistically proved that there is positive and significant impact of brand image on consumer purchase intentions.

Finally the results of moderation are presented in above table. According to moderation results in above table, the value of beta is positive and significant as P value is less than 0.05. It means the effect of moderation is happening between the relationship of service brand credibility and consumer purchase intentions. So it is proved that brand image works as a moderator between the relations of these two variables. Hence the results of H3 are proved to be true according to the statistical results of regression analysis.

Brand credibility and purchase intentions:

Regarding the findings of this study, it is obvious that the relationship among brand credibility and consumers purchase intentions is significantly positive. When the brand is more credible, purchase intentions are also higher. This study results are in line with the results of past study of Erdem & Swait, (2004) who found that the brand credibility results in an increment of the probability that a brand is included in the consideration set as well as this study results are supported by another study of Swait & Erdem, (2007) who found the brand credibility effects on choice of consumer as well as the formation of choice set. The results of this study are consistent with Wang & Yang, (2010) who concluded that impact of brand credibility on purchase intentions of consumers is significant as well as positive. This study results are also supported by previous study of Sheeraz, Iqbal, & Ahmed, (2012) who found that relation among brand credibility and purchase intentions of consumers is significantly positive.

Brand Image And Purchase Intentions

Regarding the findings of this study, it is obvious that brand image role as a moderator among the relationship of brand credibility and consumers purchase intentions is significant. The results of this study are consistent with previous literature (e.g Lassar, Mittal, & Sharma, 1995). This study results are also supported by study of Wang & Yang, (2010) who found the brand image as a significant moderator among the relationship of brand credibility and purchase intentions of the brand.

Practical implication:

This research study provides many important implications. Most important implication is that in order to differentiate “Pizza Hut” brand from rivals brands, managers should strive to create distinctive image of the brand which strengthen the relation of brand credibility with purchase intentions.

Another implication of this study is that for establishment and sustainability of brand credibility, managers should focus on trustworthiness, expertise and attractiveness. By strengthen all these dimensions, managers can create strong brand credibility.

Managers can craft strategies according to brand credibility and brand image in order to increase purchase intentions.

Theoretical contribution:

Regarding theoretical perspective, important contribution of this research study is that its conceptual model provides understanding of how brand creditability enhances purchase intentions of consumers in service sector of fast food restaurant “Piza Hut”.

Taking conceptual framework of this study into account, it is considered that the role of brand image regarding brand creditability is remarkable. Consistent with Arslan & Zaman, (2014), the effect of brand image on purchase intention of consumer is positive. So it has been suggested that brand image role as a moderator could be considered among causal relation of brand creditability and purchase intentions.

Recommendations:

First of all, in order to create brand creditability, managers should focus on trustworthiness, expertise and attractiveness. Managers of “Piza hut” should increase trustworthiness in the form of showing a caring attitude, building trust as well as keeping promises in order to create fast food brand a reliable source of information for consumers.

In Pakistan, “Piza Hut” is one of the leading brands in fast food service sector due to its good experiences with consumers. So in order to retain a strong competitive position in fast food sector of Pakistan, it is necessary for management of “Piza Hut” that they should focus on creating good and unique expertise related to variety of fast food.

Attractiveness is related to the image of brand. For the purpose of creating attractiveness, managers of “Piza Hut” should focus on service employees’ affability as well as times of distribution.

Limitations and future research directions:

In this study, only “Piza Hut” restaurant is chosen as a sector of research due to deficiency of time. In future, researchers can target other food restaurants as well. This study is limited to geographical area of Lahore, Pakistan. In future, researches can be conducted in other cities of Pakistan as well as at international level. This study is limited to quantitative data collection method whereas in future data can be collected through different methods like questionnaires etc.

In this study, cross sectional data has been selected whereas in future time series data can be chosen. This research is based on theory of reasoned action and it emphasize on variables of brand creditability, brand image and purchase intentions. In future, researches can be conducted by taking different variables like brand awareness, consumer trust or usage situation as a moderator.

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