

**“TO STUDY THE IMPACT OF PUBLICITY OF RAIDS BY PUNJAB  
FOOD AUTHORITY ON THE BRAND IMAGE OF LOVED FOOD  
BRANDS WITH CUSTOMERS- A STUDY OF FAST FOOD CHAINS IN  
TWIN CITIES”**



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## ABSTRACT

The food industry of Pakistan has experienced a drastic up rise in terms of competition. At one hand it has made difficult for restaurants and fast food outlets to thrive in the market, on the other hand it has also pushed the government to regulate this industry even more. Thus the market situation has become really tough for food businesses to thrive in. Moreover, raids by food regulatory bodies like PFA are also a cause of concern for fast food brands. In these circumstances, brands have to face a lot of negative publicity through social, print and electronic media.

Very recently, brand love has become one of the hot topics in the area of marketing. The same concept was put to test in this research study. Considering the rising significance of brand love and the current situation of fast food market, it was decided to examine the effects of publicity of raids by PFA on the image of fast food brands that are loved by consumers. The study was conducted from angles of both para social as well as interpersonal love, to make sure that the research covers both dimensions of the concept of brand love. This research showed that although the raids by PFA have diminished the brand image of fast food chains, yet they have not made much of an impact in case of loved brands.

**Keywords:** Brand love, interpersonal love, para social love, Punjab Food Authority, brand image

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# Chapter 1

## INTRODUCTION

### Background of the study

#### Brand love

Across the globe various brands exist, however, it is only strong brands that have established and maintained a loyal customer base which stay dedicated to a specific brand (Fetscherin and Conway, 2013). Brands are considered as composite mixture of emotional bonds and functional benefits, intended to be differentiated entities that makes promise to deliver specific value to the consumer (Keh et al., 2007). Earlier researches have provided evidence that strong brands not only build trust rather they assist in creating emotional attachment and love like feeling between consumer and brand (Long-Tolbert and Gammoh 2012). Therefore the companies have observed that brand love plays a vital role in maintaining good relationship with the consumers, hence companies go for emotional branding and also incorporate it in their marketing strategies (Keh et al., 2007).

Since beginning the companies are in the quest to build strong emotional bonds between consumer and brands adequate enough in altering typical purchase experiences into unforgettable consumer exposure (Long-Tolbert and Gammoh 2012). The growing interest of researches in exploring the importance of sentimental connection in buyer and user relationship is increasing interest in brand love. According to Yasin and Shamim (2013) consumer define the term brand love as a feeling they develop towards a brand that build an emotional connection with the brand. This is not all the several researchers have define the term brand love with the assistance of different dimensions (Carrol & Ahuvia, 2006). The research study of Batra et al. (2012) elaborately explains brand love via seven dimensions. These seven dimensions give a thorough understanding of the love consumer express towards a brand, these dimensions are namely: (1) Passion-driven behavior, (2) Long-term relationship, (3) Anticipated separation distress, (4) Self-brand integration, (5) Attitude valence, (6) Positive emotional connection, (7) Attitude strength.

The domain of marketing research explores the extent to which a specific customer feels contented by using a product or a service which is being used since years as a conclusive scope in describing

recent buyer pattern as well as predicting the potential future purchases (Aggarwal, 2004). The research by Carroll and Ahuvia (2006) explains the significance of continuing relationship within brands and consumers. Further such bonds are expressed as brand love relations that are elaborated in research study of Carroll and Ahuvia (2006) as “the amount of sentimental passionate bond a contented consumer has for a specific product or service brand name”. Moreover the authors clarify that brand love is a no way similar to satisfaction construct as it is more affective, and satisfaction results in expectancy disconfirmation paradigm which is not present in brand love. Hence consumer brand relationship primarily results in brand (Carroll and Ahuvia, 2006).

Although brand love is relatively a new construct but central in this is the debate that whether this brand love can be measure through interpersonal love (Sternberg, 1986) or via para-social love (Fetscherin & Conway Dato-on, 2012). The research study by Carroll and Ahuvia (2006) doesn't refers to interpersonal love theory, rather explains that brand love comprises of direct and absolute assessment of the brand, attachment, clear affection and passion in return to the brand and acknowledgement of love for specific brand. The interpersonal love is based on Sternberg's theory (1986), which states that love between two persons depends on three dimensions; intimacy, passion and commitment and the level of these factors explains the intensity of love. Whereas Fetscherin and Conway Datoon, (2012), doesn't go with the analogy of interpersonal love while explaining the brand love construct. Rather the researchers elaborate brand love relation between consumers and brand via Para social love theories which define brand love as, unidirectional relationships, where a single party knows greatly in-depth about the other, but the other knows nothing.

### **Brand image**

Brand image is defined as, “the concept of a brand that is held by a customer”. Communicating the brand image to the target segment is considered the most important marketing activity as it involves establishing a strong positioning in the mind of the customer (C. Whan Park, Oct, 1986). A well-communicated image helps in creating a strong brand positioning, helps differentiating from the competition & in turn helps in accelerating the brand's market performance. Brand image explains that the brands have clearly defined and an effortlessly perceived purpose beyond rational stories that helps customers connect to the brand on a human level. Brand image is subsequently reinforced through brand communications to generate brand recognition, brand recall & brand identity. An online writing describes that brand image can be enhanced by brand communications

such as advertising, promotion, packaging, word-of-mouth, customer service and other characteristics of the brand experience. Brand images are usually aroused by asking consumers what comes to their mind first when specific brand name is mentioned (also called “Top of the Mind”). If responses from customers are non-forthcoming, variable and or bring up non image attributes such as cost, it reflects weak brand image (Asia Market Research, 2014). Brand image is not just a mental image but it also delivers emotional value to consumer so it should be positive, instant and unique. The key elements of positive brand image are unique logo that displays organization’s image, slogan that explains the business in brief and brand identifier that supports the key values of the business. All these sources form impression on consumer’s mind which is brand image. And based on these impression consumers build association with the brand, on the basis of these association brand image is formed. The basic idea behind brand image is that consumer not only purchase the product/service alone but also image associated with it. (Management Study Guide, n.d.)

Brand image is a key element of brand equity which is a broader concept that deals with the brand from receiver’s perspective (company’s marketing perspective). That is the best value a company realizes through its brand compared to its generic counterparts. The study suggest that brand equity can be created through strong brand image, perceived quality and association related to products. (Bivianiene & Sliburyte, 2008). Brand image is a combination of two things :( 1) brand personality, (2) brand association. Image that is based on brand association can exist on a range of factors for example quality, value for money, effectiveness etc. It is used to convey product characters to consumer in a unique way that is different from competitors, hence brand image is source of competitive advantage.

Creating and maintaining strong brand image has always been challenging for firms. When the negative publicity emerges it first destroys the brand image followed by brand equity and associations. Due to negative association consumers started to show negative attitude towards a specific brand, which in turn can reduce the sales over time. Damaged brand image also leaves room for competitors to move in and attract customers towards their brand. (Beauchamp). Due to increase access of customers towards traditional media and new media, such as online news forums, webcasts, and podcasts, it become more convenient for customers to get information about product/services a company offers but on the other hand it has become more difficult for firms to



restrict or manage negative publicity about their products and services (Monga & John, 2008). Negative publicity can damage positive image of a brand but it is not always harmful. Consumer that possess strong brand attitudes are less likely to be affected by negative publicity. These consumers defend their strong attitudes towards the brand by elaborating pro-brand sentiments. In order to divert the attention away from negative publicity companies can use Commercials, sponsorships, and corporate social responsibility programs to can encourage consumers to elaborate on pro-brand sentiments and to reduce the salience of negative publicity. (Monga & John, 2008)

### **Punjab Food Authority & the raid publicity**

The Punjab Food Authority was founded in 2011 with the aim to make sure that harmless and healthy food is being delivered to the people of Punjab. The elementary reason of the authority was to design and implement standards for food products by scrutinizing their production, packing, storage, delivery, retail and import.

Provision of nutritious, hygienic and germ-free foodstuff has been an essential requirement since a long time. For this very purpose Punjab Food Authority laid down various guidelines and benchmarks to be followed by food businesses Till now, the Punjab food authority has fined a large number of restaurants and even closed a few of them. The new course of action involved publicizing the raids on the social media. The actions and activism of the Authority has been praised by masses as customers get an assurance that they might get better quality food products. At the same time, retaliation has been observed on the part of businesses, as they face a lot of problems due to PFA. Numerous protests have been conducted by various business organizations and associations.

### **Broad Problem Area/Contextual Analysis**

When it comes to the adoption of modern trends, Pakistan is categorized as a laggard due to the slow adoption of the modern styles into the stringent cultural boundaries. However, once accepted, these trends spread like wildfire as people get on the bandwagon quickly. The same pattern can be practically seen among the fast food industry of Pakistan. In 1990's, the multinational fast food franchises were introduced to the Pakistani market and it was warmly welcomed by the

community. This industry now enjoys strong footing, humungous growth and profitability despite severe competition from uncountable international as well as local fast food chains.

Brand image has always been a strong aspect in attracting & retaining customers. A well-communicated image helps in creating a strong brand positioning, helps differentiating from the competition & in turn helps in accelerating the brand's market performance. Brand image explains that the brands have clearly defined and an effortlessly perceived purpose beyond rational stories that helps customers connect to the brand on a human level. A strong & positive brand image strengthens from strong emotions like love and trust that commit the customer to the brand and maintain a strong perception in their minds. When it comes to fast food brands not much research has been conducted on the aspects of love, loyalty & image. Specifically in the Pakistani context, where there has been a recent cultural shift from customary habits of eating in towards dining out and the phenomena is growing day by day. Therefore the relationship between love, loyalty and brand image needs to be assessed in Pakistani market.

One of the initiatives taken by Punjab Food Authority, a government organization operating in the Punjab province, were the publicity of their raids on the eateries including fast food restaurants using the social media, mainly Facebook, to generate awareness among the consumers. They posted photos of their findings on the social media, described the status of hygienic conditions prevalent & reported the actions taken that whether the restaurant got cleared or were fined or closed due to violation of the Punjab food act. These photos and descriptions made by PFA were heavily posted and re-shared by the customers, spreading the message to a mass number of consumers becoming aware of the situation.

In this study, we tend to research the impacts of this publicity of the raids and revelations made by PFA on the consumers who tend to visit the fast food restaurants, their reaction to the raids & the effort by PFA to advertise & publicize the findings through social media to create awareness among the consumers and most importantly the impact on the brand image of the restaurants i-e has it been affected negatively, positively or they're indifferent to this raid publicity due to their brand love for the fast food restaurant. One important factor analyzed was also the brand love that the consumers have for their loved fast food brands and how this raid publicity affected this.

## **Problem Statement**

*“To study the impact of publicity of raids by Punjab food authority on the brand image of loved food brands with customers- a study of fast food chains in twin cities”*

In this study, we tend to research the impacts of this publicity of the raids and revelations made by PFA on the consumers who tend to visit the fast food restaurants, their reaction to the raids & the effort by PFA to advertise & publicize the findings through social media to create awareness among the consumers and most importantly the impact on the brand image of the restaurants i-e has it been affected negatively, positively or they're indifferent to this raid publicity due to their brand love for the fast food restaurant. One important factor analyzed was also the brand love that the consumers have for their loved fast food brands and how this raid publicity affected this.

## **Objectives of the study**

1. To study the impact of factors effecting love for a food brand.
2. To analyze the impact of publicity of raids by Punjab food authority on love for food brand.
3. To assess the impact of publicity of raids by Punjab food authority on brand image.

## **Significance of the study**

The current research explains, what brand love is, what type of relationships consumers have with their loved food brands and also explains the different factors that constitute brand love and the impact of brand love on consumer's behavior in the fast food industry. Furthermore, relationship between brand love and the impact of the publicity of raids by Punjab Food Authority, word of mouth and brand loyalty is also be analyzed; this all will help to understand the consumer's behavior especially in presence of the negative publicity related to their favorite food brands, how they react to it and what repercussions it has on the brand image. These findings will help different fast food chains to understand their consumer's behavior & the impact of any negative publicity on their brand image. These fast food chains can take help from the finding of this research to capitalize on their consumer's love for their brands and what affects their behaviors. The current research, also provide guidelines to the other researchers for future research on the current problem area and also leads to expansion of knowledge and discover new ideas.

## Chapter 2

### LITERATURE REVIEW

#### 2.1 Brand love

In the very recent past, academicians have realized the importance of maintaining healthy customer relations and hence have started to discover the different types of associations that customers tend to connect with various products and brands (Castaño and Perez, 2014). As per Long-Tolbert and Gammoh (2012), people often reveal an intense passionate sentiment for various companies or brands, this feeling is just not a simple fondness of a brand but it is a substantially much more deep sensitive affection or connection termed as love for the brand. The work done on this area gives vibrant indication that it is a somewhat new construct in the turf of consumer behavior and very limited number of people have knowhow about it (Yasin and Shamim, 2013). Furthermore, the researchers have emphasized that the integral perspective of brand love is very significant and calls for examination on an extensive level.

A study performed by Carroll and Ahuvia (2006) elucidates the worth of brand love as a vigorous practical notion, especially when a person embodies an assortment of emotions and aspirations towards a particular brand label. The researchers also made clear that brand love is manifest in numerous manners including attachment towards a brand, encouraged evaluation, and level of attachment and demonstrating positive sensations in reaction to other brands, thus giving a recognition or proof of love for the brand (Carroll and Ahuvia, 2006). The concept of brand love is not the same as that of customer satisfaction, this is because brand love deals with affection and emotional aspects, whereas satisfaction primarily deals with fulfillment of expectations (Carroll and Ahuvia, 2006).

The study piloted by Batra et al. (2012) delivers a comprehensive perception into the thought of brand love by associating it with seven aspects that relate the concept of love to the liaison with consumer. The 7 traits that describe buyer's opinion on this concept are: self-brand integration, passion driven activities, parting misery, encouraging attitude attraction, intensity of feelings, positive emotional bond, and long lasting association. These seven features aid in enhanced comprehension of the brand love concept in the perspective of consumers' attitude. The outcome of this research delivered ten indispensable constituents that portray the components of the brand

love pattern. The most important inference of this research was that interpersonal love is more significant as compared to brand love.

Since its emergence, the area of brand love is becoming more and more relevant in this competitive world mainly due to its close linkage with the behavior of customers. The study by Keh et al. (2007) shows that a love brand not only encompasses sentiments and desire of an item but it also embraces a long lasting dedication or devotion towards the brand. Therefore, it can be said that having the feeling of love for a brand not just means having a sense of simple gratification, rather it is a stride towards developing trustworthiness and outlining a strategy for brands to capture customers in a state of trance and dearness towards them. According to Long-Tolbert and Gammoh (2012) the love of brand is made up of passion, closeness and guarantee. Henceforth, it can be said that brand love is the combination of loyalty for a brand and strong vibrant sensations for the brand.

## **2.2 Love relationship theories**

In their study, Fetscherin and Conway (2012) advocated that a number of various researches have provided pragmatic proof about the different frames of minds, customers usually embrace concerning brands or companies. Preliminary scholars like (Sternberg, 1986) prescribed three-cornered theory of interpersonal love to brand love, which described the concept as a fused blend of three facets namely commitment, intimacy and passion. Furthermore, other researches have inspected the concept of brand love as a distinct area with not signifying any association to interpersonal philosophy of love. For instance, Carroll and Ahuvia (2006) have not raised their voice on the concept of interpersonal love theory, instead they clarified that brand love covers progressive assessments of the brand, affection, positive feelings and fervor in answer to the brand and confessing of love for that particular product. It is vital to understand that they have followed a uni-dimensional approach of measuring brand love and this creates difficulty in appraising the level of love for the brand. This problem is can be dealt with a multidimensional approach of measuring brand love through seven different aspects (Batra et al., 2012).

### **2.2.1 Interpersonal relationship theory**

Even though, modern day brand love studies have ripened from the triangular theory of interpersonal love (Sternberg, 1986), yet there are quite a few other ideas and measurement gauges other than that of Sternberg's triangular theory. As per Aggarwal (2004), as soon as a buyer fosters a linkage and affiliation with the brand they devour arrays of interpersonal dealings as a benchmark in appraising the execution and valuation of their product.

Moreover, Masuda (2003) carried out interpretive studies of love scale and testifies that love is made of two proportions namely, sensual desirability between passionate partners known as stimulating love and non-sexual emotional intimacy between two affiliates known as companionate love. As per Ahuvia (2005), there are major resemblances between the interpersonal love of two companions and the concept of love in the perspective of customers.

### **2.2.2 Para-social relationship theory**

The concept of para-social relationship appeared from the preceding explorations on para social interactions (PSI) by Horton and Wohl (1956) and the PSI weighing scale conceived by the researchers Perse and Rubin (1989). In their study, Schmid and Klimmt (2011) express that para social associations are one directional or one way connections, where a solitary faction knows critically and exhaustively regarding the other one, whereas the other one has absolutely no or very little idea about the former. Simply it can be said that, a brand or company does not respond to the love expressed by customers in a positive manner and simply fails to fulfill the expectations and aspirations of customers. The most general kind of example of this one way association is that of superstars with their fans, where one side is crazy about the other but mostly it is uni-directional. It is also sometimes seen in the fast-food industry where consumers are madly in love with their preferred brands, but being a big giant player in the market these brands do not give the same value to their loyal customers and are often found involved in compromising the quality of food or service being delivered.

## 2.3 Brand Image

The image of a brand is can be assessed from the bodily manifestation of a service or item. This physical or somatic form can end up creating different types of opinions in the psyche of consumers (Martinez & de Chernatony, 2004). There are different features that describe the form of a brand's image, these include advantages of brand connotation, power of brand association, and exclusivity of brand relationship. Davies *et al.* (2003) claims that a resilient and positive brand image will keep a customer contented and the customer will keep on purchasing that particular brand. This image also has a significant relationship with the appearance of product and when consumers are pleased with the brand they will develop a devotion towards the brand even if there are various options available (Vinhas & Faridah, 2008).

The same concept is seconded by Andreani *et al.* (2012), who also claim that sturdy brand image can make customers faithful. But at any time when purchasers' desires alteration and the brand is not able to answer these varying requirements, as per Taylor *et al.* (2004), clients will incline to shift towards alternative make (in Miller & Muir, 2004). Besides, Schultz (2005) affirms that consumers that are devoted to a particular product will endorse it to other individuals and will not be simply swayed by opponents to change the brand (Sondoh *et al.*, 2007).

Keller (2011) specifies that brand image has been documented as an extremely vital notion in the area of marketing since a very long time. Chen and (2001) specifies that websites and online branding are efficient in revamping brand image and affiliation with probable and definite clients and organizations. Mao (2010) says that the persona and appearance of a brand has a very significant role in brand building. In a research study Farquhar (1990) nominated three indispensable components in forming a durable brand image in the brains of customers namely, encouraging brand assessment, positive brand approach, and a steady and dependable brand image. Keller (2011) has also demarcated brand image as observations about a brand as imitated or replicated by the brand links and perceptions sustained in a purchaser's recollection. When it comes to choosing food items, brand image plays a leading role and people having a positive brand image about a food brand will keep on eating the items of that brand. Negative publicity often effects and tarnishes the image of a brand in consumer's minds. But this idea does not holds true for each and every conditions.

Creating and maintaining strong brand image has always been challenging for firms. When the negative publicity emerges it first destroys the brand image followed by brand equity and associations. Due to negative association consumers started to show negative attitude towards a specific brand, which in turn can reduce the sales over time. Damaged brand image also leaves room for competitors to move in and attract customers towards their brand (Beauchamp). Due to increase access of customers towards traditional media and new media, such as online news forums, webcasts, and podcasts, it become more convenient for customers to get information about product/services a company offers but on the other hand it has become more difficult for firms to restrict or manage negative publicity about their products and services (Monga & John, 2008). Negative publicity can damage positive image of a brand but it is not always harmful. Consumer that possess strong brand attitudes are less likely to be affected by negative publicity. These consumers defend their strong attitudes towards the brand by elaborating pro-brand sentiments. In order to divert the attention away from negative publicity companies can use Commercials, sponsorships, and corporate social responsibility programs to can encourage consumers to elaborate on pro-brand sentiments and to reduce the salience of negative publicity. (Monga & John, 2008)

## **2.4 Food Safety & Punjab Food Authority**

Food safety is important to today's food industry operators as consumers have become increasingly concerned about risks related to food. Unlike foodservice operators or health inspectors, consumers can only rely on the visible cues, particularly those associated with food hygiene to judge the level of food safety in eating establishments. While previous researches highlighted the influence of foodservice hygiene perception on consumer dining out decision, many studies examine the constructs of food safety cues that consumers employed is scant. Results indicate that foodservice hygiene is one of the top three considerations when consumers select a dining place.

Reflecting the trend in increasing food consumption outside of the home, restaurants and other eating-out establishments are playing an increasing role as the risk setting for foodborne illness. The significant and increasing importance of food consumption outside of the home has highlighted the need to understand better the ways in which consumers make judgment about food safety in choosing where to eat. While many aspects of food safety are experience (or even credence) characteristics that can, at best, only be observed at some point following consumption



(Henson and Caswell 1999), in the case of food consumption outside of the home many indicators that are used to judge the safety of food are unobservable, such as the conditions under which food is stored and where food is purchased. In such contexts, the availability of reliable and observable information cues is crucial (see e.g., Caswell et al. 2000). On the one hand, consumers must be able to perform their own protective behavior in choosing to not patronize establishments that are judged to pose an unacceptable food safety risk. On the other, in the context of reliable food safety information, reputational incentives can act through consumer demand to enhance food safety standards in restaurants (see e.g., Jin and Leslie 2003, 2005).

The research reported here aims to identify the information cues used by consumers in judging the safety of restaurants and other eating-out establishments and how it impacts the brand image and consumers love for those restaurants. It builds on the existing literature that explores official inspection of restaurants and the utility of inspection notices and scoring schemes as a means of signaling to consumers the potential food safety risks associated with particular establishments (Fielding et al. 1999; Jin and Leslie 2003, 2005; Jones et al. 2004; Simon et al. 2005). This research suggests that consumers utilize a range of safety indicators when making judgments on where to eat, of which inspection notices form only part. Previous studies on restaurant choice more generally provide some initial indications of the range of types of information that are utilized by consumers (see e.g., Auty 1992; Olsen et al. 2000; Cheang 2002; Gregory and Kim 2004).

Previous research has explored consumer preferences for restaurants (Auty 1992; Olsen et al. 2000; Cheang 2002; Gregory and Kim 2004), highlighting the role of food type and quality in determining the choice set of establishments considered on a particular occasion. Image, atmosphere, location, past experience and reputation act as decision variables in the selection of a specific restaurant from within this choice set (Auty 1992; Gregory and Kim 2004). The role of particular factors in restaurant choice has been shown to vary by the eating-out situation and dining occasion, and between individual consumers (Olsen et al. 2000; Johns and Pine 2002). While this literature does not shed light on the role of safety perceptions in restaurant choice per se, Tse et al. (2002) provide evidence that consumers associate crowded restaurants with high food quality and a good reputation, among other things, and lack of customers to poor-quality food and a poor reputation. This suggests that perceptions of food safety may be inherent in a broader set of cues that influence restaurant selection. The safety of food served in restaurants is an experience

characteristic, at least in the case of microbiological safety that is the focus here, in that the consumer makes an assessment postconsumption. At the same time, standards of hygiene in restaurants have been shown to vary significantly, e.g., by ownership and establishment type as indicated by the results of official food hygiene inspections (see e.g., Seiver and Hatfield 2000; Burkink et al. 2004; Jin and Leslie 2005). Thus, restaurant choice takes place within the context of imperfect and asymmetric information, with many of the key elements of a restaurant's operations that influence standards of hygiene being unobservable to the consumer. Under such contexts, consumers will look to observable information cues that they perceive to be associated with the restaurant's reputation for supplying safe food, in a similar manner to product choices under the same information conditions (see e.g., Nelson 1970). The key concern is that consumer demand in this context will not create sufficient incentives for restaurants to maintain acceptable levels of hygiene.

In the specific context of restaurants and other eating-out establishments, a growing body of literature suggests that the provision of food safety-specific information in the form of inspection notices can have both a significant impact on establishment choice and resulting incentives for establishments to enhance their hygiene standards (Fielding et al. 1999; Jin and Leslie 2003, 2005; Jones et al. 2004; Simon et al. 2005). Inspection notices are issued on the basis of the outcome of official inspection, and vary with respect to the requirement that these notices be posted and in the level of information provided. At one extreme, inspection notices simply confirm that the establishment was inspected on a certain date and that the inspection was satisfactory. At the other, a letter grade and/or percentage score is provided, which indicates the performance of the establishment relative to some standard inspection schedule. For example, Jin and Leslie (2003) show how the mandatory posting of inspection score cards in restaurants both shifts consumer demand toward establishments with higher hygiene standards and induces the enhancements of hygiene standards in lower scoring establishments. The use of inspection notices, and in particular notices based on scoring systems, as a mechanism to provide food safety-related information is controversial (Wiant 1999; Koeune et al. 2000; Seiver and Hatfield 2000). In particular, there are concerns that consumers may misinterpret inspection scores and/or be uncertain about their meaning. For example, Dundes and Rajapaksa (2001) illustrate how individual consumers have varying perceptions of the meaning of a particular grade or score on an inspection notice that they find difficult to relate to deficiencies in specific food safety practices.

The Punjab Food Authority was founded in 2011 with the aim to make sure that harmless and healthy food is being delivered to the people of Punjab. The elementary reason of the authority was to design and implement standards for food products by scrutinizing their production, packing, storage, delivery, retail and import.

According to a Deputy Director of PFA, prior to the establishment of PFA a 1960's ordinance was being implemented by provincial governments to keep an eye on restaurants and other cafeterias, but food assessors were not specialists of this area. Mostly these inspector used to just have a high school or simple college level education and had no food related background at all.

Provision of nutritious, hygienic and germ-free foodstuff has been an essential requirement since a long time. For this very purpose Punjab Food Authority laid down various guidelines and benchmarks to be followed by food businesses. Furthermore, the authority has hired well qualified people for the purpose of examining food items. These people are university graduates having degrees in relevant fields and have a good knowhow while dealing with various types of food related products.

To ensure better regulations, PFA has integrated a classifying scheme into the law owing to which certificates will be handed out to different eateries, citing the positions or grades in which they will be placed. Furthermore, these restaurants and cafes will be obligated to exhibit these signs or certificates on their entering doors. As it is made part of law, therefore any party that will not follow these instructions will be subject to prosecution.

Restaurants will be placed in various categories from A to D and the allocated grade will be stated on each certificate. Same information will also be available on the website of Authority. By doing all these measures, consumers will be more enlighten about the prevailing quality offerings of different businesses. At the same time, businesses will face a much more competitive market due to high benchmarks.

In the recent few months the food authority of Punjab has become quite stringent in its dealings with food businesses. Operations have been carried out in various parts of Punjab including Rawalpindi, Faisalabad and Lahore. Meanwhile the expansion is in process for other parts of the province.

This command and control of fining a restaurant lies with the inspection personal. But their decisions are based on the set standard operating procedures of PFA. On the very initial visit of a restaurant, if the business is discovered to be in clash to any of the set rules of PFA, the officers can just give a warning and a notice to improve the quality. If the conditions are really bad, the restaurant can be fined or even sealed in extreme situations. The decision though is made after assessing the conditions and following the SOPs. The restaurants can be inspected at any time and the raid is usually made by the food inspector along with different qualified assistants.

Till now, the Punjab food authority has fined a large number of restaurants and even closed a few of them. The actions and activism of the Authority has been praised by masses as customers get an assurance that they might get better quality food products. At the same time, retaliation has been observed on the part of businesses, as they face a lot of problems due to PFA. Numerous protests have been conducted by various business organizations and associations.

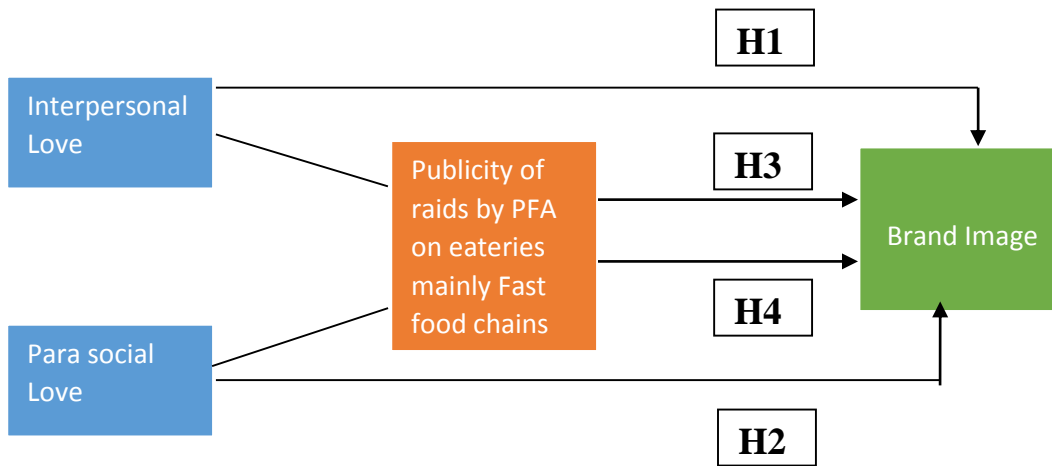
The business owners have criticized PFA in their protests and they have given a number of reasons for their disgust towards the Authority. According to them, the role of PFA has been a very biased one. While posting pictures on social media or issuing press releases the PFA is said to be quite choosy, as it only publishes the negative news and news regarding well performing restaurants is not conveyed properly to the customers.

Furthermore, the business owners also claim that food authority is often seen fining needlessly. There are instances when there is no major issue in an outlet, but fines have been imposed on very petty things like on usage of an old refrigerator or keeping frozen food alongside cooked one etc. Moreover, the approach and attitude of officers is also criticized by the brand owners. According to them, during inspections the officers treat the restaurant staff very badly and in a humiliating manner. Some have also questioned the method by which the inspections are performed.

The biggest cause of concern that business owners and management face comes from the negative publicity that is generated from these raids. When such an inspection is taken place, things start to come frequently on social media including twitter and Facebook etc. Furthermore, print and electronic media also plays its part in spreading news that is related to fines or sealing of a restaurant.

News related to Punjab Food Authority has become a norm these days. Every now and then we see different restaurants being fined or sealed for a specific period of time. Imitating PFA, many other authorities and local governments have also started to increase their inspections and the frequency of penalizing restaurants has amplified throughout the country. Many city administrations also publicize their acts through social media, just like PFA. The effect of these actions and their publicity is yet to be determined.

## Theoretical framework



**Figure 1: Theoretical framework**

## Selection of Variables

To proceed further, variable defined are enlisted below:

### Independent Variables

- Brand love
  - Interpersonal love
  - Para-social love

### Moderating Variable

- Publicity of raids by Punjab Food Authority

### Dependent variable

- Brand Image

## **Hypothesis**

Following hypothesis will be tested for the research study:

**H1:** Interpersonal love positively influences brand image.

**Ho:** Interpersonal love does not positively influences brand image.

**H2:** Para social love positively influences brand image.

**Ho:** Para social love does not positively influences brand image.

**H3:** The publicity of raids by Punjab Food Authority impacts the relationship between interpersonal love and brand image.

**Ho:** The publicity of raids by Punjab Food Authority does not impact the relationship between interpersonal love and brand image.

**H4:** The publicity of raids by Punjab Food Authority impacts the relationship between Para social love and brand image.

**Ho:** The publicity of raids by Punjab Food Authority does not impact the relationship between Para social love and brand image.

## **Chapter 3**

### **RESEARCH METHODOLOGY**

The research study comprises of both qualitative and quantitative data collection, to establish a viable link between variables of interest i.e. food brand love, brand image and publicity of raids by Punjab Food Authority. Further to explain the behavior and relationship of variables with one another, hypothesis testing will be used. Research is making use of both primary and secondary sources to collect data.

- **Secondary Research**

Secondary data will be collected after gathering all the information related to this research through the articles, journals, web-sites, and books.

- **Primary Research**

Primary data collection will be done through both qualitative and quantitative analysis.

#### **Qualitative Analysis**

The research would start off with qualitative analysis including 10 interviews and one focus group to form the basis for the study & testing the variables. For the exploratory study, semi-structured interviews were done. Participants were selected on the basis of their frequency of eating out, their knowledge of the current PFA raids & their publicity, where they live (i.e the twin cities) and those who belong to the age group of 20-35. All interviews were conducted face to face and were transcribed. During the analysis of interview, broad themes were identified which were used to formulate quantitative survey questionnaires that were later assessed by using SPSS.

#### **Quantitative Analysis**

Then, the quantitative study would follow with an online questionnaire, to be filled by target audience and developed on Google Docs. Descriptive (quantitative) research approach is adopted. This research is correlational study and hypotheses testing in nature. Research will follow a deductive pattern, where it will move from a general to specific deductions.



## **Population**

Data was collected through an online questionnaire and self-administered questionnaire for interviews & focus group from the fast food consumer's in twin cities.

## **Sample Selection**

This study was restricted geographically and only limited to customers based in twin cities Rawalpindi and Islamabad. For qualitative analysis, sample size was of 10 interviewees and 1 focus group containing 6 respondents who belonged to the twin cities, had frequent eating-out habits and were aware of the PFA raids. For quantitative analysis, sample size was approximately 300 responses from customers within twin cities of Islamabad and Rawalpindi.

Criteria for selection is as follows

- Islamabad and Rawalpindi Customer (exposed to Pakistani advertisements)
- Consumer of Fast Food Brands
- They should make or influence brand image

## **Sampling Technique**

Sampling technique used for qualitative study is **purposive sampling**. It was selected with specific perspectives of the research that were to be examined and research participants were selected who cover that full range of perspectives.

Sampling technique for the quantitative study is **non-probability convenience sampling**. Samples are selected which best represent the all the characteristics of entire population under study. It was also ensured that no biased is done while selecting sample. Online were used to get the questionnaire filled.

## **Unit of Analysis**

The unit of analysis of this research is an individual who are fast food consumers of Islamabad/Rawalpindi.

## **Time Horizon**

This research is a cross-sectional study and data will be collected in two steps i-e first a qualitative analysis would be done and themes are identified followed by a quantitative analysis. In cross-sectional study, information from a particular sample of population element is collected only one time (Sekaran and Bougie, 2010). Repeated data collection is costly and time constraint is another reason for using this data collection method as this thesis is a part of academic project.

## CHAPTER 4

### FINDINGS AND ANALYSIS

The data obtained via qualitative and quantitative analysis are analyzed in the forthcoming chapter to provide an in-depth insight about relationship among variables of interest.

#### Qualitative Analysis

In this study, in depth interviews and a research survey were conducted to achieve the research objectives. For the exploratory study, semi-structured interviews were done and then a survey was conducted for primary data collection. Ten participants were selected for the semi-structured interviews and one focus group was conducted that involved six participants.

The main purpose of the interviews was to explore & verify variables that were chosen from literature. Interviews and the focus group guided the research in right direction and ensured that the survey questions were relevant. All interviews were conducted face to face and were transcribed. During the analysis of interview, broad themes were identified which were used to formulate quantitative survey questionnaires that were later assessed by using SPSS.

#### Interview Guide

1. Gender/Occupation/ Income (Demographics)
2. How often you tend to eat out?
3. What are the possible qualities/ attributes you look for when you eat out? Also rank them according to importance
4. Are you aware of food safety topics & measures that should be taken by restaurants?
5. Are you aware of the food authority initiatives in Punjab?
6. How did you became aware of the raids? (Medium)
7. How credible you think these raids were?
8. How has these raids impacted your image of the restaurants you visit?
9. Do you think that restaurants are responsible for the safety of their customers?
10. How all this exercise (raids & their publicity) have affected your love for the food brands you visit? (Assess Interpersonal & para-social love)

11. Do you notice any change in the safety & hygiene measures taken by the restaurants? & how satisfied you are with them now?
12. Does this raid exercise has helped you become aware of the health & hygiene safety measures that should be taken by restaurants?
13. Does these raids now impact your choice of restaurants you wish to go to?

**Question 1** is kept in place so as to assess the demographics of the targeted consumers. **Question 2** assess the frequency with which these consumers tend to eat out so as to qualify their assessment as a source of credible opinion & to form a sound basis for the study. Probing questions related to this question were their favorite restaurants, eating habits, opinions on the dine-out restaurants, best deals etc. to gauge the audience. **Question 3** will relate to the consumer's preferred set of attributes they look for when dining out. This also will classify and rate the attributes according to importance to judge the consumer's attitude towards the moderator i-e the raids by Punjab food authority, determines the brand love in terms of quality and brand image in terms of service & taste provided by the restaurants. **Question 4 & 5** will assess the consumers knowledge first in general, related to food safety and the different safety measures taken by restaurants and how informed they are about the raids of the Punjab Food authority, it's reasons, findings, & negative publicity related to loved food brands. **Question 6** tends to analyze the main source of information for the consumers and will see that which medium contributed significantly in educating the customers of the PFA raids effectively and to which extent they are aware of the raid mechanism. **Question 7 & 8** will gauge the consumers understanding of the credibility of these raids, their views and will see the impact of the perception they formed of these raids on the brand image of the food brands they love. This will also analyze how positively or negatively the brand image has been reinforced or damaged through these raid publicity and how effective these raids were in changing the customer's perception of their loved food brand. **Question 9** directly questions the consumer as how they'll defend or criticize their loved food brand in terms of providing safety to the customer and their reaction will be analyzed. **Question 10** will direct its focus towards brand love by explaining the respondent as to what interpersonal & para-social love is, and how it applies to this context. Then the impact on their love would be assessed by the responses. **Question 11** will assess the consumer's reaction to as of how they think their loved food brand has reciprocated and made considerable efforts to satisfy their customers. **Question 12** focuses on how aware the

consumer has become after the raid publicity and to what extent they think that their loved food brands are following them now. **Question 13** is kept in place to see that whether all this raid exercise has contributed to consumer's awareness & whether now this impacts their choice of restaurant or not.

The questions aim to assess the contribution of all the factors identified in the theoretical framework with the help of these questions. Each interview took 30 minutes as in depth details were discovered and critical incidents cited to support their stance. Broad themes were identified in the interviews.

## **Focus Group Analysis**

Traditionally, focus group research is “a way of collecting qualitative data, which essentially involves engaging a small number of people in an informal group discussion (or discussions), ‘focused’ around a particular topic or set of issues” (Wilkinson, 2004, p. 177). According to Greenbaum (1998), focus group data were collected and analyzed mainly for market researchers to assess consumers’ attitudes and opinions.

One advantage to focus groups is the environment, which is socially oriented (Krueger, 2000). In addition, the sense of belonging to a group can increase the participants’ sense of cohesiveness (Peters, 1993) and help them to feel safe to share information (Vaughn, Schumm, & Sinagub, 1996). Furthermore, the interactions that occur among the participants can yield important data (Morgan, 1988), can create the possibility for more spontaneous responses (Butler, 1996), and can provide a setting where the participants can discuss personal problems and provide possible solutions (Duggleby, 2005).

The mode for analyzing data from a focus group for this research study is:

- **Tape-based analysis**, wherein the researcher listens to the tape of the focus group and then creates an abridged transcript. This type of analysis is helpful because the researcher can focus on the research question and only transcribe the portions that assist in better understanding of the phenomenon of interest.
- **Note-based analysis** includes analysis of notes from the focus group, the debriefing session, and any summary comments from the moderator.

## **Data Grouping & Information labels**

**Data grouping** caters to grouping the answers from all interviews to each question. For each question, what do respondents say? & **Information labels** deals with the analysis that what does each group of answers describe? The answers from the respondents are organized and classified into categories. At the end the researcher, labels each group of answers.

For our analysis, the respondents included 3 female and 3 male members with ages ranging from 23-27 respectively. Two of the focus group respondents were students doing Masters and four of the members belonged to the working class enjoying entry & managerial level positions at multinational firms. All of the respondents belonged to the twin cities i-e Rawalpindi & Islamabad.

### **1. Eating- out Behavior & Attributes**

Out of six respondents, four of the respondents said that they tend to out 2-3 times a week, one of the respondent said that he eats outs everyday as his office doesn't have a kitchen and they have to go out to have lunch every day. One respondent said that as she's on a diet so she eats out only once a month. Upon asking about the major attributes they look for while eating-out, all six of the respondents ranked taste as the most important attribute, followed by four of the respondents ranking quality as the second most important attribute while two of the respondents ranked standards of hygiene followed by the restaurants as the second most important attribute. Quality of ingredients and service provided by the restaurant were successfully ranked on the list as third and fourth most important attribute.

### **2. Awareness of PFA raids & their publicity**

Perhaps the most explicit indicator of restaurant safety is the level of establishment closure and/or conviction because of food safety reasons. On the one hand, high rates of closure/conviction could be used as an indicator of low food safety standards prevalent in the restaurants of twin cities. On the other, the fact that violative establishments had been closed or convicted could signify that official control by Punjab food authority and enforcement systems are working effectively. Analysis of the focus group data suggests that the former of these interpretations tends to predominate among consumers, especially in the case of restaurants or foods for which consumers have particular concerns, e.g., fast-food and desi restaurants & loved cafe's.

Among focus-group respondents, 100% could remember having heard about a restaurant in Punjab & particularly the twin cities being closed and/or convicted for food safety reasons by Punjab food authority in the last year. Respondents were asked how they had heard about this particular instance of a restaurant closure and/or conviction. According to

all of the respondents, by far the most frequently cited source of information in this regard i-e related to raid publicity was social media, particularly Facebook. They also mentioned that they also got to know about using word of mouth & newspapers but the primary source of information remained Facebook as the content posted by PFA was heavily shared and posted by the consumers.

### **3. Concerns about restaurant food safety measures & impact on restaurant choice**

To provide an indicator of the extent to which consumers are concerned about the safety of food in restaurants, respondents indicated how sure they were that the food they ate at restaurants in the twin cities was safe. A relatively small proportion among the respondents (40%) was unsure or very unsure about the safety of food in restaurants, while 40% were sure or very sure. However, there was a significant middle ground of respondents (20%) who were neither sure nor unsure about the safety of food in restaurants, indicating a degree of ambiguity. Of salience to the current research is also the extent to which concerns about food safety influence restaurant choice that whether the raids affected. Among respondents to the questions asked, 40 % indicated that they had stopped eating at a restaurant they had previously frequented because of concerns about food safety after they became aware about the PFA raids. Further, 60 % had chosen to not eat at a restaurant because they think that they have no other options available & they have to eat out. It was evident from the focus groups that perceptions of the safety of food in restaurants vary according to establishment type and cuisine. In order to capture this, survey respondents were asked to list up to three particular types of restaurant or food eaten outside the home over which they had particular food safety concerns. The most frequently cited restaurant types and foods were fast food, desi cuisine & small cafes.

### **4. Impact on brand image**

Having identified the role of PFA's raid publicity alongside other indicators of food safety in selecting a restaurant, consumers concerns related to food safety, the assessment of the most important attributes consumers look for in a restaurant, the research proceeded to explore consumer perceptions of restaurant's brand image whether it was affected negatively, positively or remained unchanged. Most of the focus group respondents (90%)



were of the opinion that the restaurants, mainly international fast food chains, would have this diminished level of food safety and hygiene considering the standards they have to maintain internationally. The consumers described this as a set back to the brand image they had in their minds for the said chains as they regularly visit them, they love those brands and consider them as a part of their everyday life. Moreover, the kids enjoy going to these fast food chains a lot and knowing that these food chains were compromising on their health was something that negatively affected them the most. However few (10%) of the respondents felt this might be a result of the lack of food authority's stringent policies that international fast food chains are operating like this in Pakistan where they feel that they have no check and balance so they tend to operate without any fear of being checked or caught for this.

#### **5. Impact on brand love**

To gauge the respondents view on the aspect of brand love, the terms interpersonal and para-social love were explained to the focus group participants. They were asked to clear the concept by asking questions and it was explained using examples. The respondents were asked about their loved food brands and particularly fast food brands. Then the impact on their brand love due to this raid publicity was tried to gauge using probing questions. Most of the respondents (70%) felt betrayed by their loved food brand as they say they had developed a trust factor and loyalty with those brands and they never knew for how long those brands were compromising on their health and safety. However, 30% of the respondents felt that this is a mere publicity stunt by the Punjab food authority to generate revenue from the international chains. They also said that it is due to the food authority's lack of proper rules and check and balances that any food business operating in Pakistan feels no responsibility towards the health and hygiene of its customers.

### **Knowledge (Findings) & Implications**

This section of the focus group analysis explains that how does the data grouping & information labels are related to the research objectives. Moreover, it also explains that what major themes emerge for further research.

All the information and data obtained for this study from the focus group analysis indicate that due to the current raids by Punjab food authority and their publicity on the social network impacts the brand image of the targeted restaurants and it effects the brand love that consumers have for their favorite food brands.

## **In-depth Interview Analysis**

A series of interviews were conducted with the help of an interview guide that covered the following aspects of consumer behavior in response to the PFA raids:

- Eating-out Behavior
- Awareness of Punjab Food Authority's raids and their publicity
- Concerns about restaurant food safety measures & its impact on restaurant choice
- Impact on brand image
- Impact on brand love

Some of the dimensions that were covered provided very clear and direct responses from the interviewees while other did not seem as significant as barriers that affect brand image & brand love negatively. Mixed responses were received regarding some dimensions which helped us realize that some dimensions affect some respondents more than others.

### **1. Eating- out Behavior & Attributes**

All the respondents visit restaurants and have experienced eating out but frequency varies widely. They were asked about the attributes that are important and contribute significantly to eating out from them. Quality and taste are the attributes which received highest number of votes by all the respondents. Either a respondent is going for repeat purchase at the restaurant or trying it out for the first time, they are most definitely concerned about quality and taste. Hygiene is most important factor specifically mentioned by majority of the respondents. Quality of the ingredients and service provided by the restaurant was successfully ranked as third and fourth important attribute following taste and overall quality of the food.

### **2. Awareness of PFA raids & their publicity**

Since 100 percent of the respondents confirmed that they have already heard about establishment closure and/or conviction, they were adequately aware of PFA raids. All the respondents well informed of the raids, fining and sealing done by PFA. Basic purpose of this authority was well understood by all of them. Some of the respondents had in depth knowledge of the rules laid by national and provincial administrative authorities that need to be followed by restaurants. Some of them were aware of international quality standards of the food to be maintained by a restaurant.

Majority of the respondents were even well aware of food and safety measures needed to be taken by food businesses, where only 10 percent of respondents lacked this knowledge.

Almost all the respondents got informed about the raids and actions of Punjab Food Authority from social media as this is an age of interactive advertising. Therefore electronic word of mouth played a significant role in PFA's popularity. Generally, both online and offline word of mouth has helped spread awareness about the program. Major reason is that people are very actively involved in seeking information about the place where they eat, so these raids were of immense importance to everybody. This also confirms hypothesis number 3 according to which; the publicity of raids by Punjab Food Authority impacts the relationship between interpersonal love and brand image.

### **3. Concerns about restaurant food safety measures & impact on restaurant choice**

Almost all the respondents believed that it is entirely restaurants' responsibility to meet safety and hygiene standards. Respondents expressed huge concerns about hygienic food served at the restaurants. Around 10 percent of the respondents believe that restaurants have a significant liability towards the health of their customers because they charge premium prices for the food. If the food is of low quality then what is the purpose of charging a higher price.

Only a small percentage of respondents are satisfied by the hygiene standard being maintained but majority of the respondents believed that nothing much has changed even after the raids. Even after the raids customers are apprehensive about safety and hygiene standard of food being served by the restaurants. They show deep concern in not knowing how the kitchens actually look like. There is huge trust deficit in food quality being actually improved as the customers are not allowed to visit the kitchens. But only 10-15 percent of respondents believe that there actually is improvement because of strictness imposed by Punjab Food Authority. Whereas, rest of them are of the opinion that there is not improvement because customers' emotional attachment with the brand remains unchanged even after the raid(s). This confirms our hypotheses 4 which state, that the publicity of raids by Punjab Food Authority impacts the relationship between Para social love and brand image.

#### **4. Impact on Brand Image**

According to a respondent, quality adopted by these restaurants is “apparent” before and after the raids. And majority of other respondents were also of the same opinion that even if the raids have a detrimental impact on brand image, people resume their visits to restaurants shortly after. Responses for this particular construct came out to be extremely varied. 10 percent of respondents believe that Pakistani customers are least bothered about hygiene of an eating out place and are relatively more interested in taste. So even if they figure out that the place is not hygienic enough, they would not stop visiting it anyway. Another reason for this is that we have collectivist culture here in Pakistan. Our values and opinions are significantly influenced and reinforced by our social circle. So even if one person has strong opinion about something, it might not have influence on a broader scale. This factor has been highlighted by 10 percent of respondents. According to them, even if the raids and inspection has certain effect on brand image but it stays there only for a short while. As soon as the warnings are removed and restaurants are open to entertain customers, people cannot resist visiting these restaurants.

#### **5. Impact on Brand Love**

There are mixed responses on impact of raids on brand love. Most of the respondents are of the opinion that brand love is actually not affected by the raids of Punjab Food Authority. The raids do not affect their level of trust on a particular restaurant. 50 percent of respondents showed that they think of never visiting a place that has been fined but the responses also show that significant number of customers are reverted to the same place after some time passes and the news becomes stale. Although they do remain concerned about the quality of food being served, but the emotional attachment that has already been formed sustains. Also, changes and up gradation in safety and hygiene measures made after a particular restaurant has been sealed, restores their level of trust even if it has previously been affected. However, only a small percentage of respondents remain convinced that the brand perception does change after a raid. But at the same time they think that brand image is quickly restored as soon as the restaurant reopens. All this is attributed to emotional attachment with the brand which has stronger influence on customer’s mind. This also accept our hypotheses 1 & 2 which on brand love ie. Interpersonal love positively influences brand image and; Para social love positively influence brand image.

## **Conclusion of qualitative analysis**

One very important and less evident theme that emerge from the qualitative analysis was the impact of collectivist culture of the Pakistani society. Loyalty and love in a collectivist culture are paramount, and over-rides most other societal rules and regulations. Same is the case evident in case of our research, where even after getting exposed to the raids via social media and having understood of its repercussions on our health and hygiene, people are still willing to consume the same food brands out of loyalty and the brand love they have for a certain brand. They treat the brands as family, a part of their everyday life and they are willing to give them the benefit of doubt although being aware of how hazardous these un-hygienic situations can be for us and others. Moreover, in such a culture the influence from the primary group also plays an important role. If everyone else isn't making a big deal out of the raid than even a person who considers this matter as serious would be influenced to eat out at the same place where they already know that it has been raided and fined. This can be a very interesting take away point for brands as they can readily make efforts to save the damage that has been caused to their image by these raids and its publicity. Moreover, this construct can help prove useful for future research in this regard.

Data gathered from the respondents concludes that in this age which social media has entirely changed peoples' lives, customers are well-informed and people do actually care about what they are consuming. Punjab food authority has played a significant role in raising and restoring safety and hygiene standard of food. Almost all the respondents have and experience of eating out at a food restaurant. Significant numbers of people are exposed to information about raids and fines that were imposed by PFA. Although 50% percent of respondents believe that these raids had an impact on brand image but the same image was restored shortly after the warnings were lifted. Reason for this was customers' love for particular brands which was dictated by emotional attachment towards those brands. Therefore interpersonal love and para social love positively influence the brand image of food restaurants. All the alternated hypothesis have been confirmed and accepted in this regards and this has been proven later in the quantitative analysis as well.

## Quantitative Analysis

In accordance with the framework we have divided the quantitative analysis into four parts which are as follow:

- Analysis of the sample populations describing their characteristics such as gender, age, educational level, current status and income level which influence love for a food brand.
- Analysis of the four important attributes such as taste, quality of ingredients used, service and standards of hygiene while consumer consider while eating out in fast food.
- Analysis of the relationship of love food brand with publicity of raids by PFA on eateries mainly fast food chains.
- Analysis of the relationship of brand image with love food brand on the basis of publicity of raids by PFA on eateries mainly fast food chains.

## **Demographic analysis**

The demographic analysis was performed taking in account five categories which are gender, age, educational level, current status and income level. The demographic analysis provides a set of method that assist in measuring the dimensions and dynamics of sample population. Following table represents the demographics analysis of the respondents of the study:

		<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	101	40.4
	Female	149	59.6
<b>Age</b>	18-25	176	70.4
	26-35	66	26,4
	36-45	8	3.2
<b>Education</b>	Intermediate	21	8.4
	Graduate	101	40.4
	Post Graduate	124	49.6
	Others	4	1.6
<b>Current Status</b>	Student	98	39.2
	Employed	101	46,8
	Unemployed	124	14.0
<b>Income Level</b>	Below 40000	44	17.6
	41000-80000	62	24.8
	81000-100000	39	15.6
	Above 100000	105	42.0

**Table 1: Demographic analysis**



## **Descriptive analysis**

	Minimum	Maximum	Mean	S.D.
<b>IL</b>	1.00	5.00	3.6587	.78540
<b>PL</b>	1.00	5.00	3.8680	.50514
<b>PFA</b>	1.00	5.00	3.6088	.65055
<b>BI</b>	1.00	5.00	3.6304	.64754

**Table 2: Descriptive analysis**

IL: Interpersonal Love
PL: Para-social Love
PFA: Punjab Food Authority's publicity of raids
BI: Brand Image

The above table shows that the mean value for interpersonal love, para-social love, Punjab Food Authority raids publicity and brand image is 3.6587, 3.8680, 3.6088 and 3.6304 respectively. The standard deviation for all the variables varies from 0.50514 to 0.78540. Since the mean value is above 3, most of the respondents agreed to the questions given in online questionnaire hence showing that they are in the direction of agreement regarding the variables which reflects a positive relationship among the variables.

## **Correlation analysis**

	IL	PL	PFA	BI
IL	1			
PL	.252**	1		
PFA	.047**	.026**	1	
BI	.075**	.161**	.239**	1

IL: Interpersonal Love
PL: Para-social Love
PFA: Punjab Food Authority publicity of raids
BI: Brand Image

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

**Table 3: Correlation analysis**

The above tables shows the Pearson correlation which is used to determine the strength and direction of relationship between all the variables namely interpersonal love, para-social love, Punjab Food Authority's publicity of raids and brand image. The Pearson correlation coefficient, also known as "r" is a result correlation analysis and can take a range values from +1 to -1. A value of 0 indicates that there is no association between the two variables (Taylor, 1990). A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0 indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases. Hence it tells about the direction and strength of the relationship. Two variables are found to be more closely related to each other when "r" is either closer to -1 or +1. If the correlation coefficient ranges between 0.31-0.7 then the strength of relationship is moderate. If the correlation coefficient value is 0.71-1 then the strength of relationship is large or strong. In the above table it is evident that a positive correlation of all variables with each other signifying that if one variable increases, the other will also increase.

The correlation between interpersonal love which is first independent variable and brand image which is the dependent variable is  $r = 0.075$  illustrate that the first hypothesis (H1) is supported to the extent that interpersonal love has a positive impact on brand image. The correlation between para-social love and brand image is  $r = 0.161$  which shows that the second hypothetical statement (H2) is supported that para-social love has a positive significant impact on brand image. The correlation between Punjab food authority's publicity of raids and brand image is  $r = 0.239$  shows that raids publicity has an impact on brand image supporting H3 & H4. Hence the correlation is just explaining the strength and direction of relationships.

## **Reliability analysis of scale measurement**

<i>Scale Measurement for Final Test (N=250)</i>			
<b>Variables</b>	<b>Type</b>	<b>No. of items</b>	<b>Cronbach's alpha</b>
<b>Interpersonal Love</b>	IV	6	0.725
<b>Para-social Love</b>	IV	6	0.720
<b>PFA Publicity of raids</b>	MV	5	0.951
<b>Brand Image</b>	DV	5	0.644

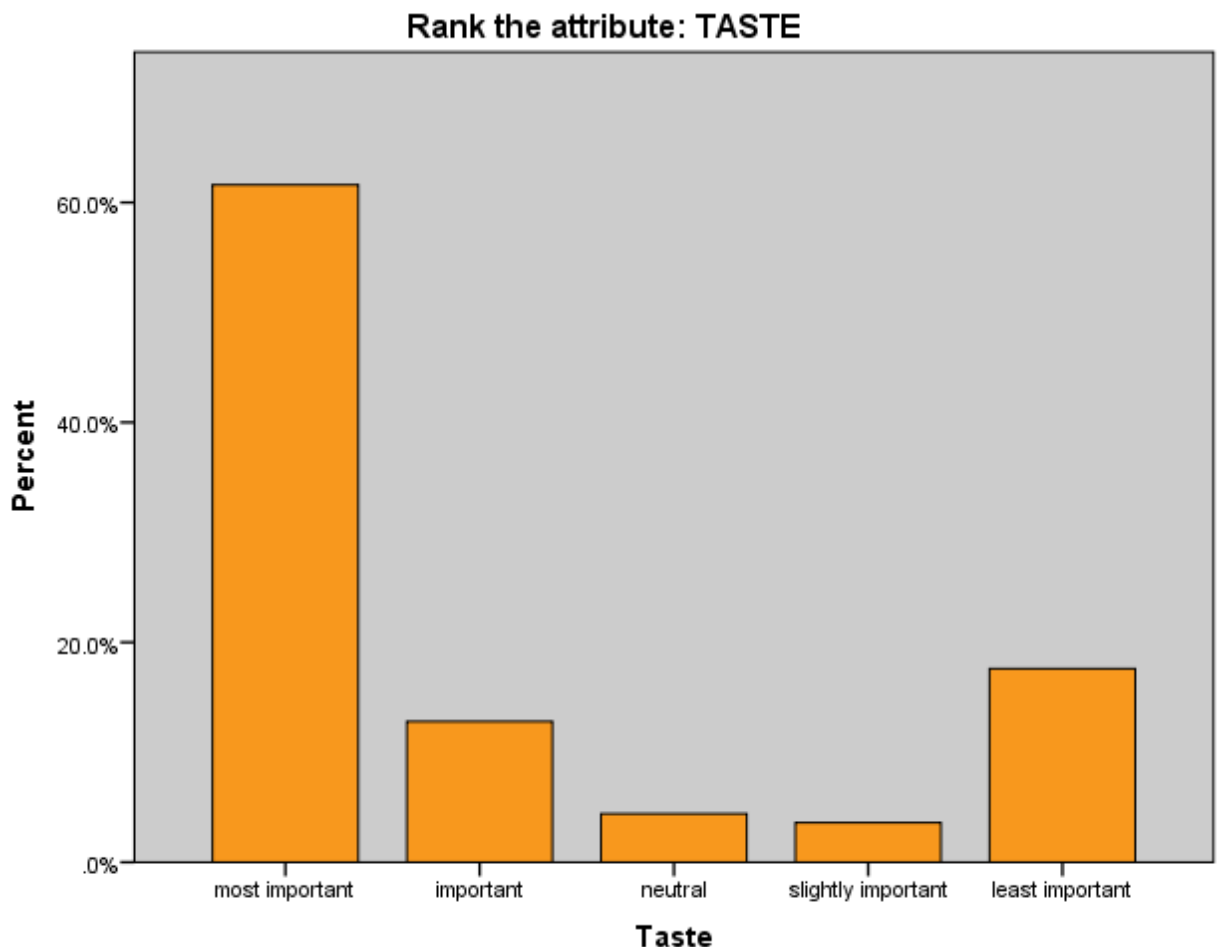
As the above table shows the Cronbach alpha coefficients of the variable have a greater internal consistency. According to the reliability measurement of the final survey, alpha ( $\alpha$ ) coefficients for interpersonal love, para-social love, and Punjab Food authority publicity of raids and brand image were 0.725, 0.725, 0.951 and 0.644 respectively. According to (Hinton *et al.*, 2014) all four variables have high reliability. The overall reliability for the complete survey was  $\alpha = 0.765$ .

## Attributes analysis

When it comes to eating out consumer consider and give importance to certain attributes while deciding a fast food restaurant. This study also analyzed four important attributes such as taste, quality of ingredients used, service and standards of hygiene followed to show which factors play primary role in fast food selection.

### **Attribute 1: Taste**

Food is a main source of energy that enables one to perform various activities. When it comes to food section taste is considered as an important selection factor. The following chart shows how taste matters for the selected sample when it comes to fast food consumption.

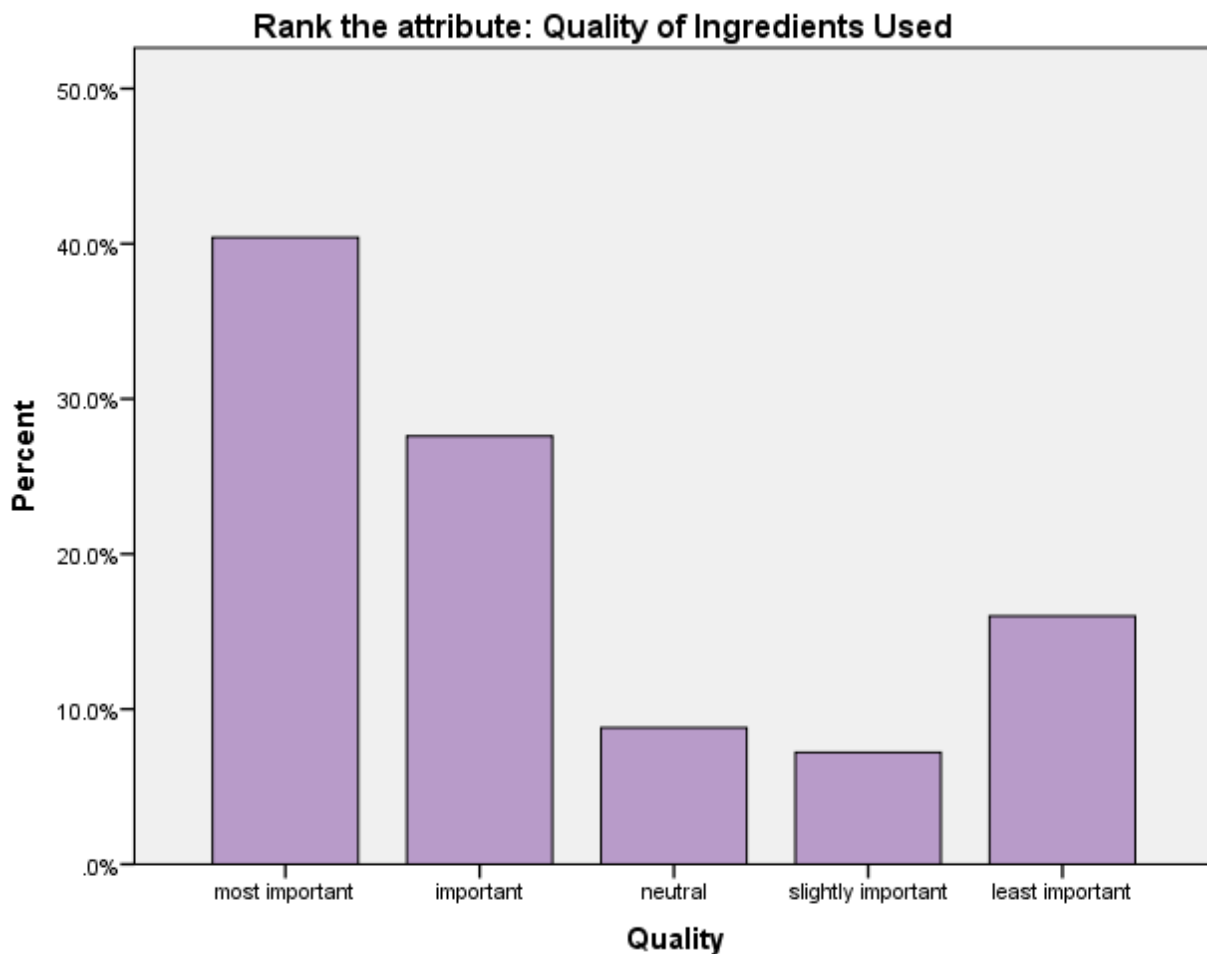


As the bar chart shows taste is most important for 61.6% of the sample population. That means out of 250 people 154 believe that taste is most important when it comes to selecting a fast food brand.

Whereas only 17.6% of the sample responded that taste is least important factor while deciding a fast food options.

### **Attribute 2: Quality of Ingredients used**

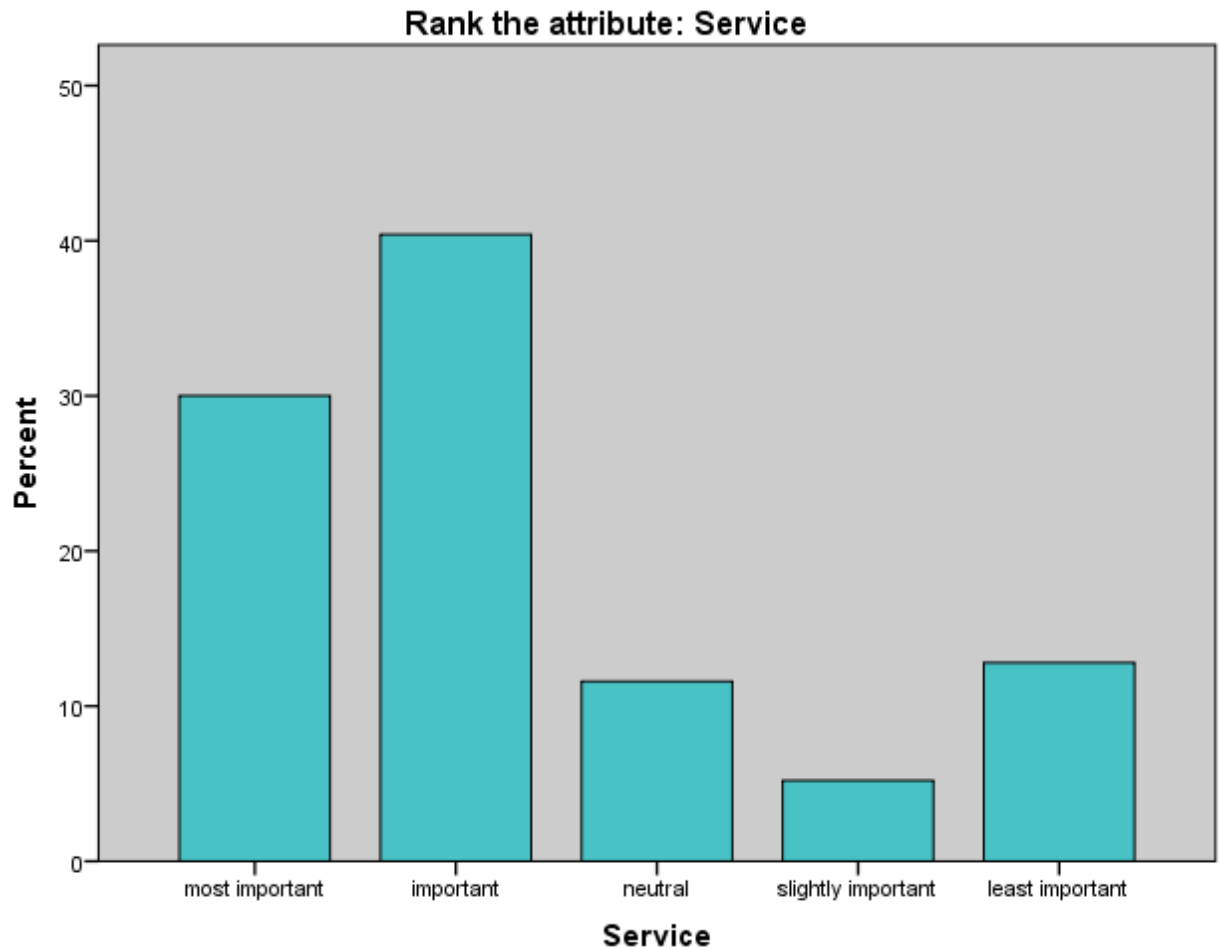
The second attribute which was analyzed is quality of ingredients used while preparing a fast food product. The results are as follow:



As the above bar chart indicates that 40.6 % of the people who responded in the online questionnaire believed that quality of the ingredients used in making a fast food product are most important factor. Hence when it comes to opt for a fast food brand 101 people out of 250 believed that quality of ingredients is the most important attribute. Whereas 16% believed quality of the product is least important so maybe all they want is a tasty food satisfying their hunger.

### Attribute 3: Service

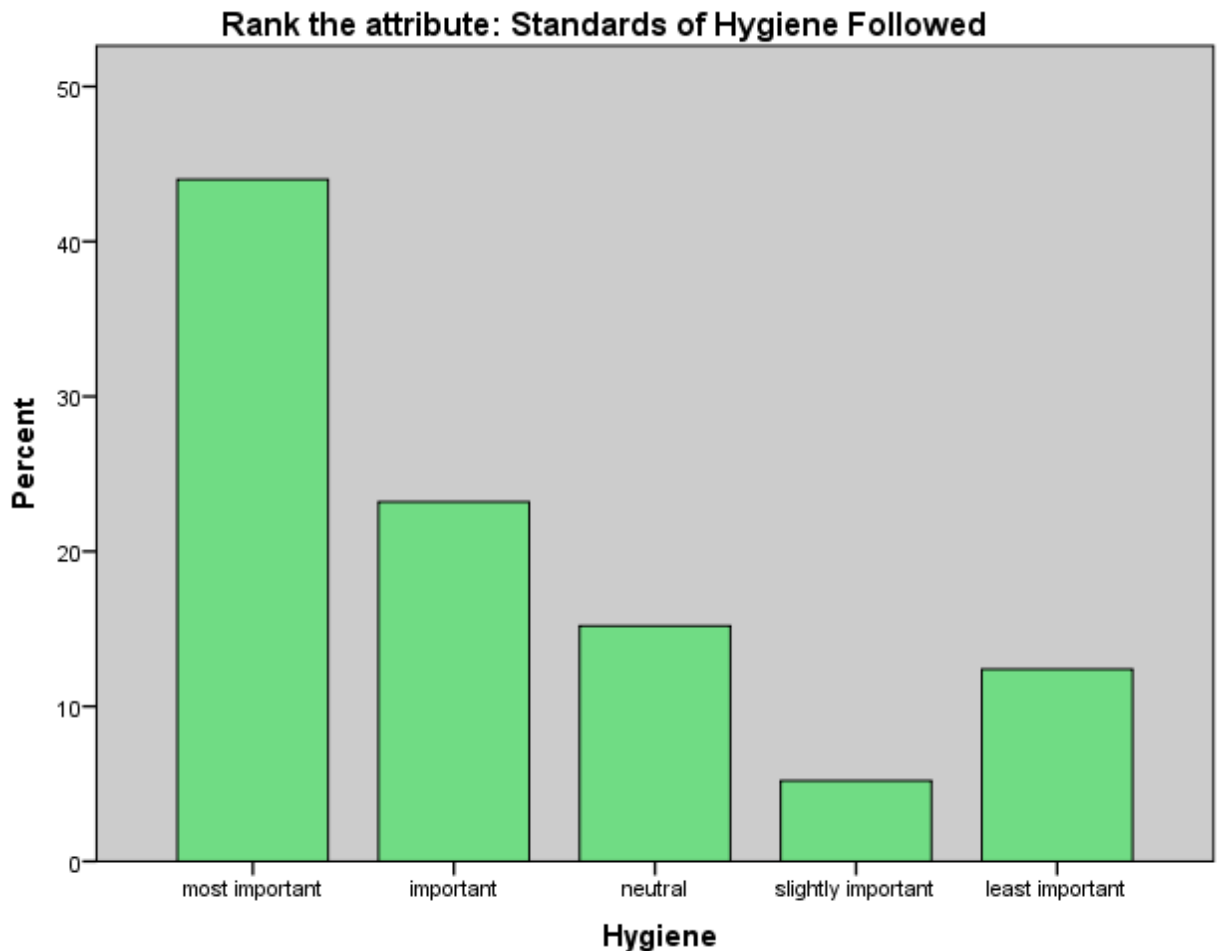
The third factor analyzed in the study was service and its results are as follow:



Service is regarded as an essential part when dine out in fast food restaurant as speedy delivery of order, billing and other services enhance customer satisfaction. As the above bar chart shows when the selected sample was inquired about service attribute 30% believed that it is most important hence its indicates that people are not much worried about service afford by fast food restaurant. Moreover for 12.8% people it was least important factor.

#### Attribute 4: Standards of Hygiene Followed

With the recent development consumers across the world want hygienic fast food as there is growing awareness, educating people that illness are mainly attributed to poor standards of hygiene followed. The following charts demonstrates the results:



As the above chart shows standards of hygiene followed in a fast food outlet are most important for 44% of individuals who responded the online questionnaire. This indicates that 110 people out of 250 wanted hygienic conditions to be followed by the fast food outlet. While only 12.4% of people considered standards of hygiene followed are least important.

## Hypothesis Testing & Analysis

### Hypothesis 1

Love for a food brand helps develop an emotional connection with the consumer and respective brand over a period of time. Love food brand is categorized in two important domains namely interpersonal love and para-social love. As hypothesis one suggests that interpersonal love positively influences brand image. The online questionnaire contained six statements for gauging the interpersonal love and five statements for determining the brand image.

**Table 4**

*Descriptive Analysis of IL vs BI*

	Minimum	Maximum	Mean	S.D.
<b>IL</b>	1.00	5.00	4.1500	.32015
<b>BI</b>	1.00	5.00	3.9696	.65421

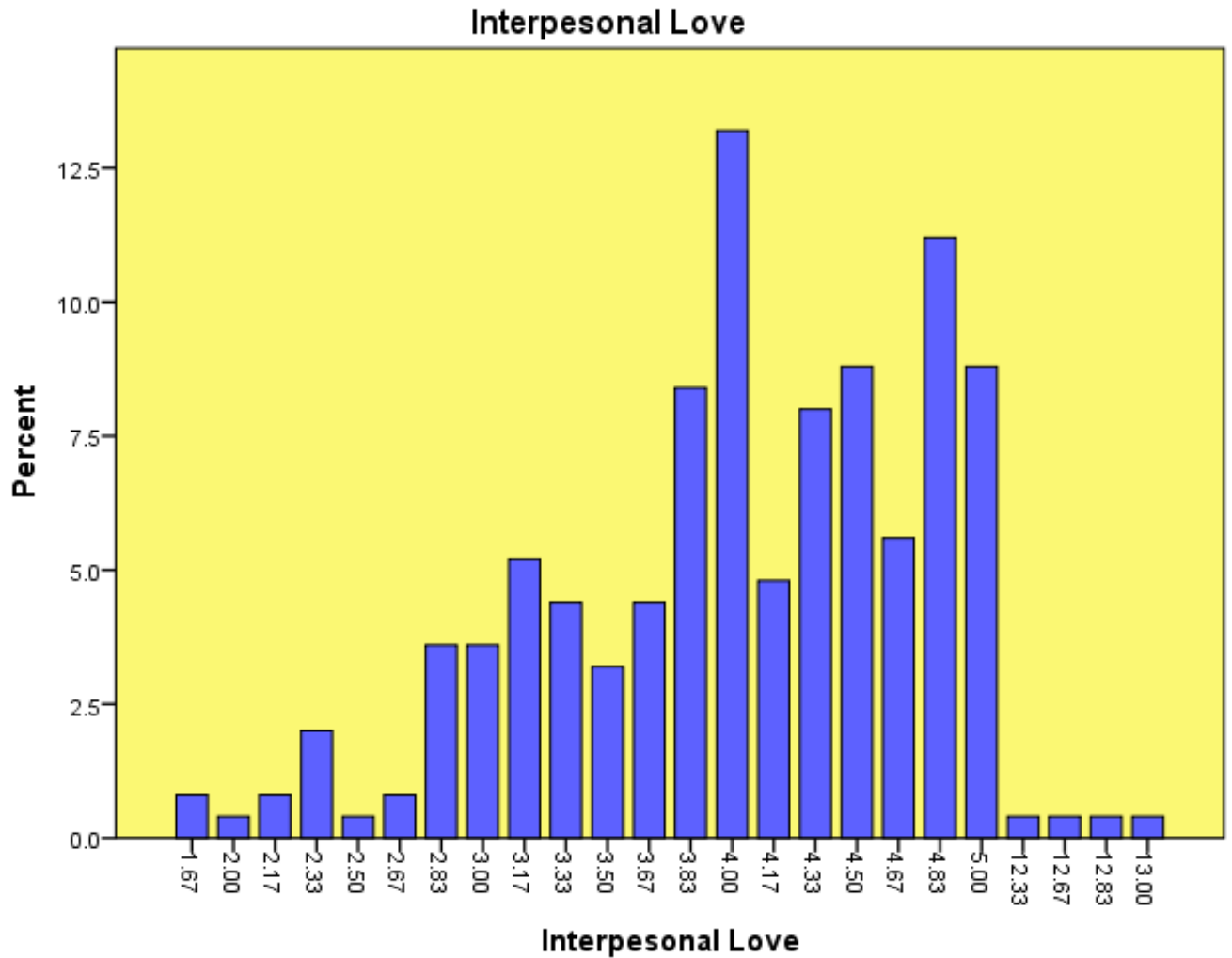
IL: Interpersonal Love

BI: Brand Image

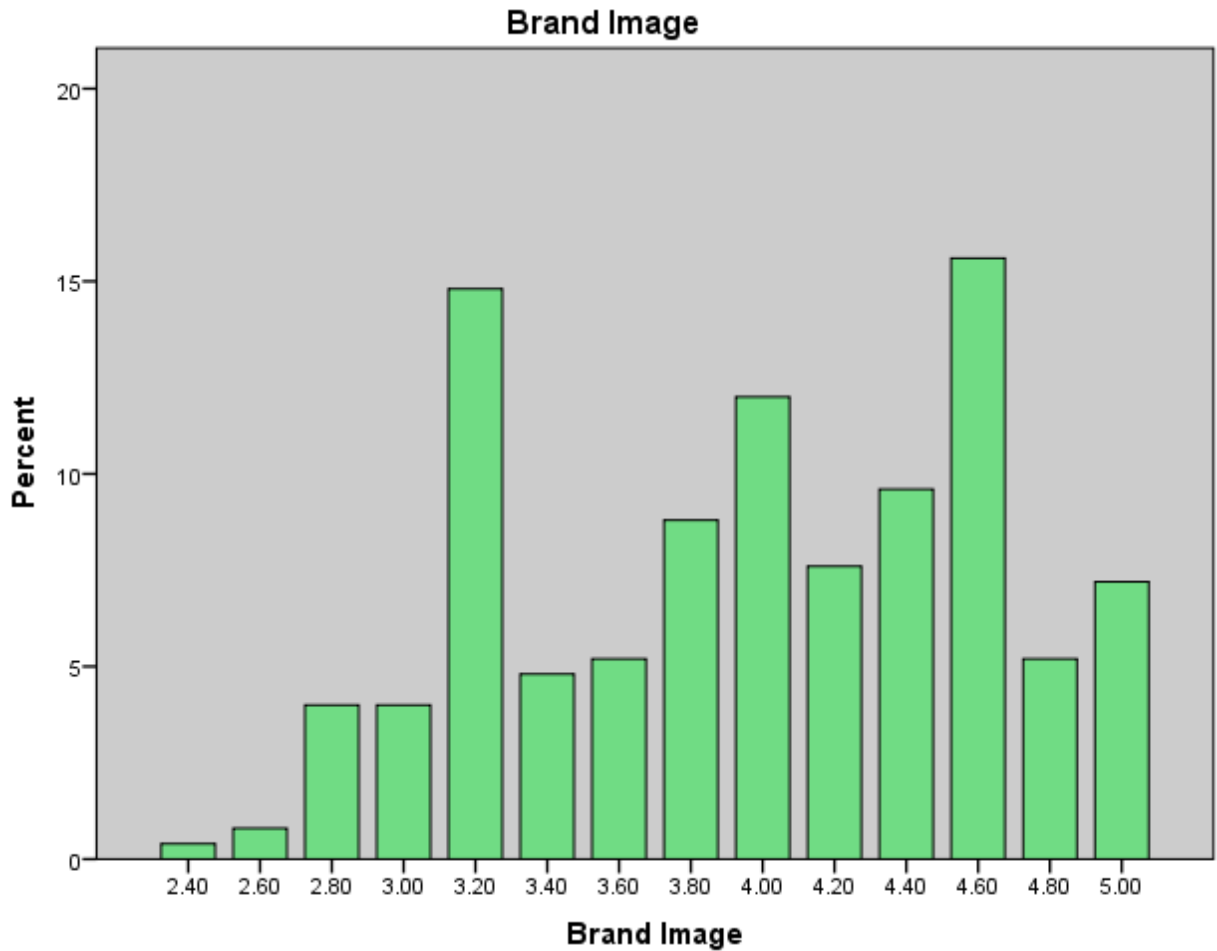
The above table shows that the mean value for interpersonal love and brand image is 4.1500 and 3.9696 respectively. Since the mean value is above 3, most of the respondents agreed to the questions given in online questionnaire hence showing that they are in the direction of agreement regarding the variables which reflects a positive relationship among the two variables.

Around six statements were included to gauge the response determining the importance of interpersonal love for a food brand. Each statements was measured on the scale of five options such as strongly agree, agree, neutral, disagree and strongly disagree. In case of interpersonal love for a food brand at max 13.2% sample opted for 4 which falls on the scale of agree. While less than 1% selected strongly disagree. A detailed overview is presented in the bar chart below:





As far as the brand image is considered which is treated as a dependent variable in the framework of the study. To study the variable five statements regarding the concept of brand image were included in the online questionnaire along with scale of five options such as strongly agree, agree, neutral, disagree and strongly disagree. At max the 15.6% people opted for 5 which falls on the scale of agree. A detailed snapshot of the brand image chart is as follow:



### Testing of Hypothesis 1 with the help of Regression

Table 5

<i>Model Summary</i>				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.165 <sup>a</sup>	.207	.019	.64785
a. Predictors: (Constant), Interpersonal love				
b. Dependent Variable: Brand Image				

The above table shows the model summary for regression analysis. The value of R depicts the correlation (Sekaran and Bougie, 2010). Value of R = 0.165 which explains that the independent

variables are almost 16.5% correlated to brand image which is the dependent variable. R square ( $R^2$ ) explains the amount of variation caused in the dependent variable due to change in independent variables (Cronk, 2008). The value of  $R^2 = 0.207$  which means the independent variables account for 20.7 % change in the dependent variable and 79.3% of the change in dependent variable is due to other factors not accounted for in this study. The adjusted  $R^2$  is the population adjusted R square therefore its value is less than  $R^2$ .

**Table 6**

<i>ANOVA<sup>b</sup></i>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.902	2	1.451	35.964	.000 <sup>b</sup>
	Residual	103.667	247	.420		
	Total	106.569	249			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Interpersonal Love

The above table determines whether the overall effect of independent variable on dependent variable is significant or not. It also determines whether the overall effect of independent variables on dependent variable is significant or not. The significance level or p value should be less than 0.05 ( $p < 0.05$ ) (Cronk, 2008) and the value being .000 in above table fulfills the requirement of significance. Moreover the F-value = 35.964 which also fulfills the criteria of  $F > 6$  at  $p = 0.01$  as well as  $F > 5$  at  $p = 0.05$  (Pyrzack, 2001) and shows that the regression line fits the data i.e. model is fit. Generally, smaller the significance value is, larger the F-statistic value. The values of significance and the F-value indicate the fitness of the model to check the predicted variation in the dependent variable.

**Table 7**

<i>Coefficients<sup>a</sup></i>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.228	.285		11.328	.000
	Interpersonal love	.018	.032	.037	5.564	.001

a. Dependent Variable: Brand Image

The beta coefficient ( $\beta$ ) of interpersonal love is 0.037 which shows that 1 unit increase in interpersonal love will result in an increase of 0.037 units in brand image. The p-value for interpersonal love being 0.001 is significant as  $p < 0.05$  which fulfills the criteria for acceptance of hypothesis. Moreover the t-value = 5.564 which is also significant as it fulfills the criteria of absolute value of  $t > 3$  at  $p = 0.01$  as well as absolute value of  $t > 2$  at  $p = 0.05$  (Pyrzczak, 2001). Hence the hypothesis 1 (H1) which is “**Interpersonal love positively influences brand image.**” is accepted on the basis of p-value and t-statistic value.

We can also model the regression equation from here,

$$Y1 = B1X1 + A$$

$$Y1 = (0.037) X1 + 1.100$$

Y1 = Brand Image

X1= Interpersonal Love

## Hypothesis 2

The research study puts light on another aspect of brand love that is para-social love. As literature suggests that para-social relationships are unidirectional relationships, where a single party knows greatly in-depth about the other, but the other knows nothing. In other words, a brand cannot reciprocate the consumer's love except in the consumer's imagination. As the hypothesis two is para-social love positively influences brand image. The online questionnaire contained six statements for gauging the para-social love and five statements for determining the brand image.

**Table 8**

*Descriptive Analysis of PL vs BI*

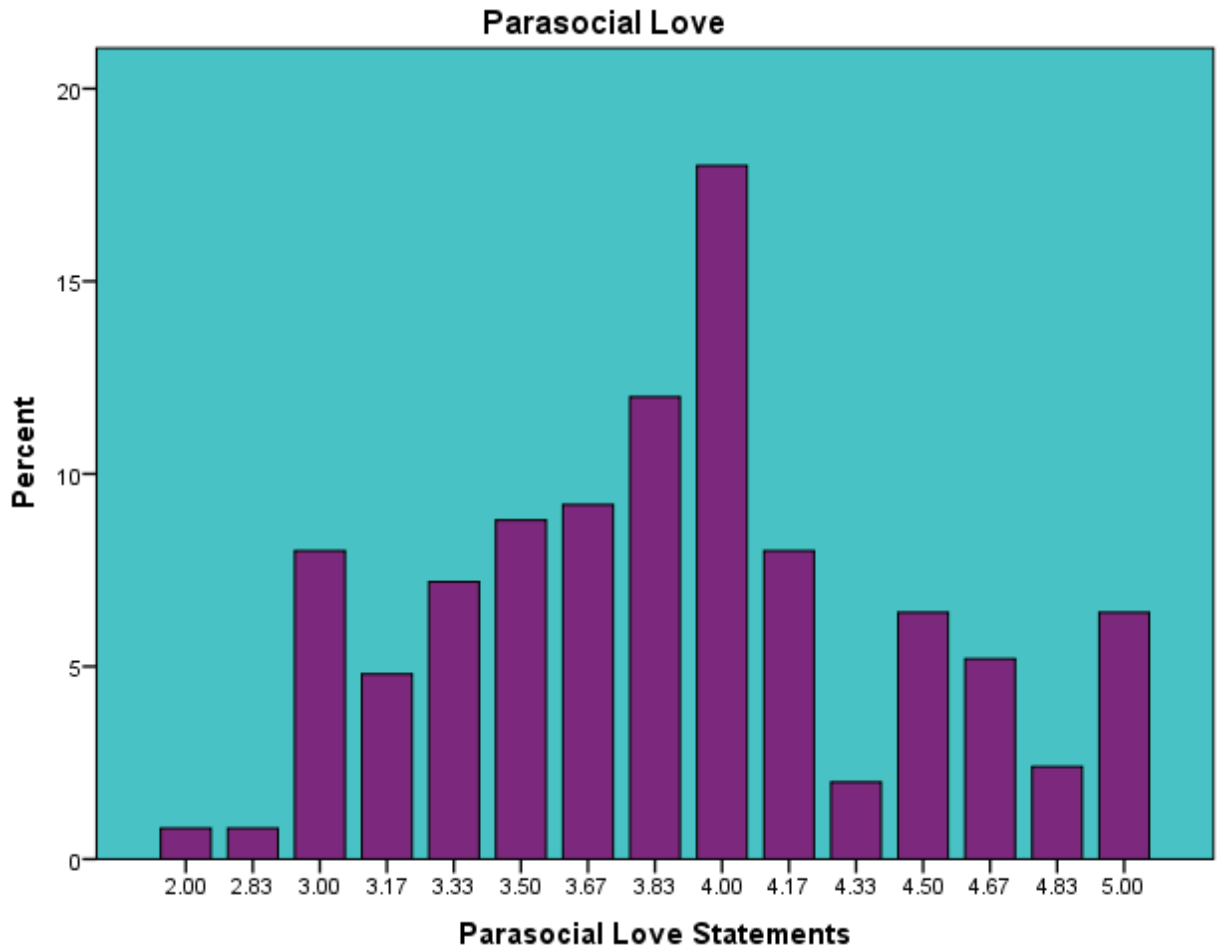
	Minimum	Maximum	Mean	S.D.
<b>IL</b>	1.00	5.00	3.8827	.57929
<b>BI</b>	1.00	5.00	3.9696	.65421

IL: Interpersonal Love

BI: Brand Image

The above table shows that the mean value for interpersonal love and brand image is 3.8827 and 3.9696 respectively. Since the mean value is above 3, most of the respondents agreed to the questions given in online questionnaire hence showing that they are in the direction of agreement regarding the variables which reflects a positive relationship among the two variables. The standard deviation for all the variables varies from 0.57929 to 0.65421.

Para-social love for a food brand is analyzed in this study by six statements which thoroughly review all the domains of para-social love with the customer. Each statements was measured on the scale of five options such as strongly agree, agree, neutral, disagree and strongly disagree. As the following bar chart shows when inquired about parasocial love for a food brand at max 18% sample opted for 4 which falls on the scale of agree whereas 1% disagree.



### Testing of Hypothesis 2 with the help of Regression

**Table 9**

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161 <sup>a</sup>	.206	.022	.64696
a. Predictors: (Constant), Para-social love				
b. Dependent Variable: Brand Image				

The above table shows the model summary for regression analysis. The value of R depicts the correlation (Sekaran and Bougie, 2010). Value of R = 0.161 which explains that the independent

variables are almost 16.1% correlated to brand image which is the dependent variable. R square ( $R^2$ ) explains the amount of variation caused in the dependent variable due to change in independent variables (Cronk, 2008). The value of  $R^2 = 0.206$  which means the independent variables account for 20.6 % change in the dependent variable and 79.4% of the change in dependent variable is due to other factors not accounted for in this study. The adjusted  $R^2$  is the population adjusted R square therefore its value is less than  $R^2$ .

**Table 10**

<i>ANOVA<sup>b</sup></i>						
<b>Model</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	2.768	1	2.768	6.614	.000 <sup>b</sup>
	Residual	103.801	248	.419		
	Total	106.569	249			

a. Dependent Variable: Brand Image

c. Predictors: (Constant), Para-social Love

The above table determines whether the overall effect of independent variable on dependent variable is significant or not. It also determines whether the overall effect of independent variables on dependent variable is significant or not. The significance level or p value should be less than 0.05 ( $p < 0.05$ ) (Cronk, 2008) and the value being .000 in above table fulfills the requirement of significance. Moreover the F-value = 6.614 which also fulfills the criteria of  $F > 6$  at  $p = 0.01$  as well as  $F > 5$  at  $p = 0.05$  (Pyrzszak, 2001) and shows that the regression line fits the data i.e. model is fit. Generally, smaller the significance value is, larger the F-statistic value. The values of significance and the F-value indicate the fitness of the model to check the predicted variation in the dependent variable.

**Table 11**

<i>Coefficients</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.263	.278		11.745	.000
	Para-social love	.182	.071	.161	4.572	.001

a. Dependent Variable: Brand Image

The beta coefficient ( $\beta$ ) of para-social love is 0.161 which shows that 1 unit increase in interpersonal love will result in an increase of 0.161 units in brand image. The p-value for interpersonal love being 0.001 is significant as  $p < 0.05$  which fulfills the criteria for acceptance of hypothesis. Moreover the t-value = 4.572 which is also significant as it fulfills the criteria of absolute value of  $t > 3$  at  $p = 0.01$  as well as absolute value of  $t > 2$  at  $p = 0.05$  (Pyrzack, 2001). Hence the hypothesis 1 (H1) which is “**Para-social love positively influences brand image.**” is accepted on the basis of p-value and t-statistic value.

We can model the regression equation from here,

$$Y1 = B2X2 + A$$

$$Y1 = (0.161) X1 + 1.100$$

Y1 = Brand Image

X2= Para-social Love

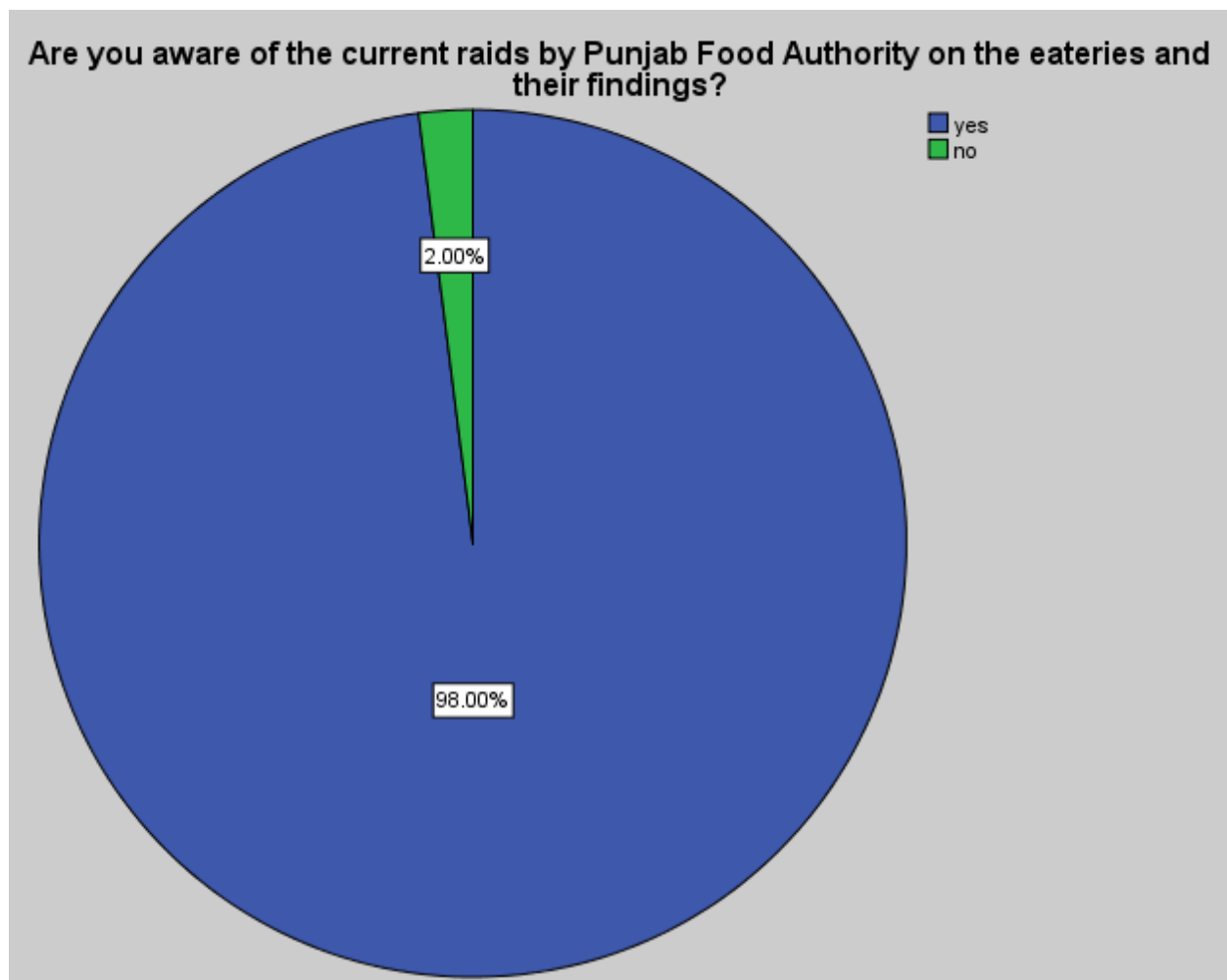
*Above discussion shows that H1 and H2 has been accepted in the light of regression analysis.*



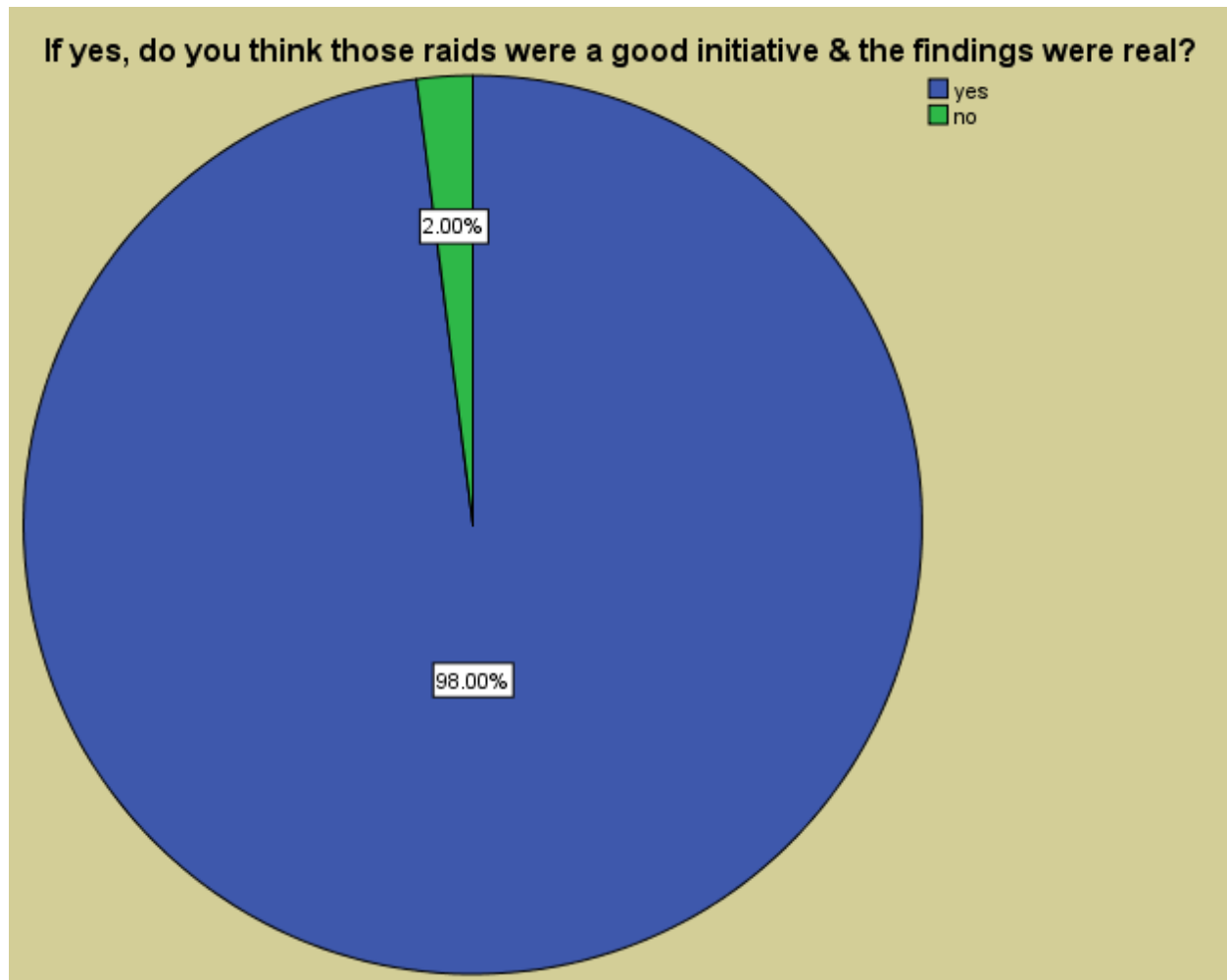
### Hypothesis 3 & 4

Punjab Food Authority, a government institution that has been established under the "Punjab Food Authority Act 2011" to ensure availability of safe and wholesome food for human consumption. Their basic purpose is to lay out standards for food articles and to regulate their manufacturing, storage, distribution, sale and import. The recent raids by Punjab Food Authority are deeply studied in the research context to get an insight of its importance in the current scenario. The online questionnaire contained several question determining the impact of publicity of raids by Punjab food authority.

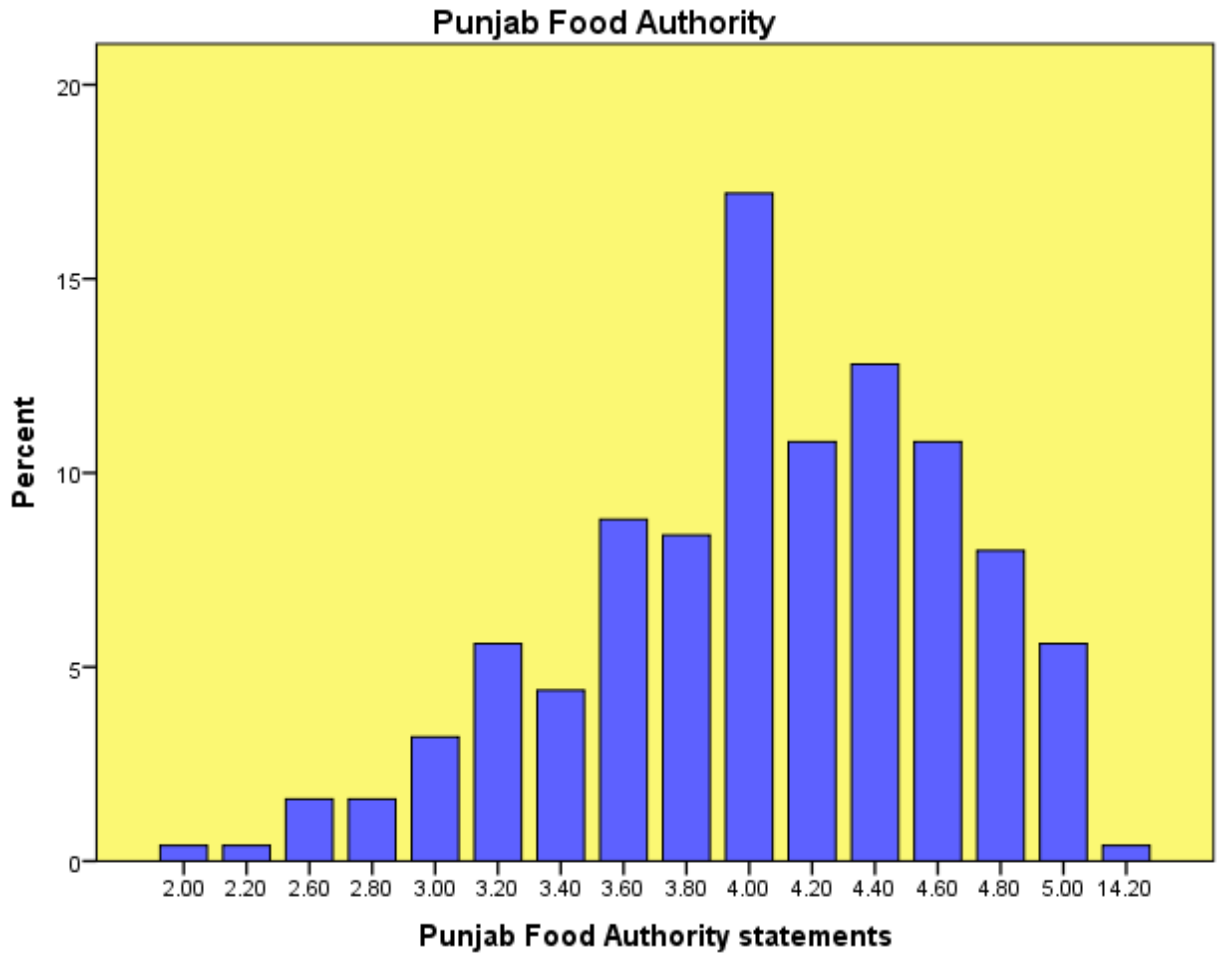
To see the level of aware consumer were asked to respond that are they aware of current raids by Punjab Food Authority on the eateries. As 98% people said 'yes' this shows that consumers are aware of current raid publicity.



Another question was asked to gauge the effectiveness of raids by Punjab Food Authority as a good initiative. 98% of the respondents said 'yes' which clearly indicated that publicity of raids by Punjab Food Authority is a good initiative as it is enabling consumer to gain awareness of eating place and eat healthy.



Publicity of raids by Punjab Food Authority was studied in this research to show its impacts on the relationship between interpersonal love and brand image. The research questionnaire contained five statements and each statements was measured on the scale of five options such as strongly agree, agree, neutral, disagree and strongly disagree. As the following chart shows that ata max 17% sample opted for 4 which falls on the scale of agree whereas 1% disagree.



Publicity of raids by Punjab food authority can impact relationship between interpersonal love for a food brand and brand image as hypthesis 3 suggests. So Publicity of raids by Punjab food authority is acting as a moderator in the relationship so now Baron and Kenny test would be applied to check the role of moderator in the current research. This analysis would be used to test H3 and H4.

## Moderation Testing Using Baron and Kenny (1986) Method

### Step 1: Independent with Dependent Variable (IV-DV)

**Table 12**

*Regression- Coefficient, Anova and Model Summary*

Dependent variable	Independent variables	Coefficients			ANOVA	Model Summary	
		$\beta$	t	Sig	F-value	R	R <sup>2</sup>
	IL	.018	5.564	.001	35.964	.165	.207
BI	PL	.182	4.572	.000			

IL: Interpersonal Love  
 PL: Para-social Love  
 BI: Brand Image

The first step in Baron and Kenny (1986) method involves regression analysis of independent variables and the dependent variable. As the above table shows that value of R= 0.165 which independent variables (interpersonal love and para-social love) are almost 16.5% correlated to brand image which is the dependent variable. Further R<sup>2</sup> explains the amount of variation caused in the dependent variable due to change in independent variable (Cronk, 2008). R<sup>2</sup> = 0.207 which means the independent variables account for 20.7% change in the dependent variable and 79.3% of the change in dependent variable is due to other factors not accounted for in this study.

As explained in the interpretation of regression table, the p-value for interpersonal love is being 0.001 is significant as p<0.05 which fulfills the criteria for acceptance of hypothesis. Moreover the t-value = 5.564 is also significant. Hence the hypothesis 1 (H1) which is “interpersonal love has a positive significant impact on brand image is accepted on the basis of p-value and t-statistic value. The results of this analysis show that the first condition for moderation has been met; the IV is significantly related to the DV. The independent variable interpersonal love will be included for analysis in 2<sup>nd</sup> step of moderation testing using Baron and Kenny (1986) method as

interpersonal love and brand image are significantly related meeting the first condition of moderation.

As shown in above table 12, the p-value for para-social love being 0.000 is significant as  $p > 0.05$  which truly fulfills the criteria for acceptance of hypothesis. Moreover t-value = 4.572 which is also significant. Hence the hypothesis 2 which is “para-social love has a positive significant impact on brand image” is also accepted on the basis of p-value and t-statistic value. Since the relationship between para-social love and brand image is found to be significant, hypothesis 3 (H3) which states that “The publicity of raids by Punjab Food Authority impacts the relationship between interpersonal love and brand image” is also accepted and will be tested using Baron and Kenny (1986) moderation testing method.

## Step 2: Moderator with Dependent Variable (MV-DV)

**Table 13**

*Regression- Coefficient, Anova and Model Summary*

Dependent variable	Independent variable	Coefficients			ANOVA	Model Summary	
		$\beta$	t	Sig	F-value	R	R <sup>2</sup>
PFA	BI	.0.178	16.839	.000	14.984	.239	.057

PFA: Punjab Food Authority publicity of raids  
 BI: Brand Image

As the above table shows, R= 0.239 which explains that the moderator Punjab food authority publicity of raids which is taken as independent variable in step 2 is 23.9% correlated to brand image which is taken as dependent variable in step 2. While R<sup>2</sup> = 0.057 which means that the independent variable accounts for 5.7% change in the dependent variable and 94.3% of the change in dependent variable is due to other factors not accounted for in this study.  $\beta = 0.178$  which shows that 1 unit increase in Punjab Food Authority publicity of raids will result in an increase of 0.178 units in brand image. The p-value is significant as  $p < 0.05$ . The F-statistic and t-statistic values are 14.984 and 16.839 respectively which fulfill their criteria as discussed in the interpretation earlier tables. Both are significant. The model is fit for prediction based on the p-value, F-stat and t-stat values. The analysis shows that the second condition for moderation has been satisfied and MV and DV are significantly related.

### Step 3 (a): Independent x Moderator with Dependent Variable (IV-MV-DV)

**Table 14**

*Regression- Coefficient, Anova and Model Summary*

Dependent variable	Independent variable	Coefficients			ANOVA	Model Summary	
		$\beta$	t	Sig	F-value	R	R <sup>2</sup>
BI	IL*PFA	.025	13.120	.000	340.733	.194	.638

PFA: Punjab Food Authority publicity of raids  
 IL: Interpersonal Love  
 BI: Brand Image

Interaction term is created which is the product of interpersonal love (IV) and Punjab food authority publicity of raids (MV) to understand how both the variables predict the dependent variable. This interaction term is acting as an independent variable in step 3 and image is taken as a dependent variable. As the table shows R = 0.194 which explains that the interaction term which is taken as independent variable in step 3 is 19.4.% correlated to brand image which is taken as dependent variable. R<sup>2</sup> = 0.638 which means that the independent variable accounts for 63.8% change in the dependent variable and 36.2% of the change in dependent variable is due to other factors not accounted for in this study.

$\beta = 0.025$  which shows that 1 unit increase in independent variable will result in an increase of 0.025 units in brand image. The **moderator impacts the relationship between interpersonal love and brand image** as indicated by the increase in the  $\beta$  from 0.018 (table 12) to 0.025 (table 14). The p-value is significant as  $p < 0.05$ . The F-statistic and t-statistic values are 340.733 and 13.120 respectively which fulfill their criteria.

The model is fit for prediction based on the p-value, F-stat and t-stat values. The analysis shows that the third condition for moderation has been satisfied and the interaction term (IV) and DV are significantly related and the moderator Punjab food authority publicity of raids is strengthening the relationship between interpersonal love and brand image.

#### 4.9.4 Step 3 (b): Independent x Moderator with Dependent Variable (IV-MV-DV)

**Table 15**

*Regression- Coefficient, Anova and Model Summary*

Dependent variable	Independent variable	Coefficients			ANOVA	Model Summary	
		$\beta$	t	Sig	F-value	R	R <sup>2</sup>
BI	PL*PFA	.316	4.963	.000	324.629	.301	.906

PFA: Punjab Food Authority publicity of raids  
 PL: Para-social Love  
 BI: Brand Image

As the above table shows interaction term is created which is the product of para-social love (IV) and Punjab Food Authority publicity of raids (MV) to understand how both the variables predict the dependent variable. This interaction term is acting as an independent variable in step 3 and brand image is taken as a dependent variable. As the table shows R = 0.316 which explains that the interaction term which is taken as independent variable in step 3 is 31.6% correlated to brand image which is taken as dependent variable. R<sup>2</sup> = 0.906 which means that the independent variable accounts for 90.6% change in the dependent variable and 9.4% of the change in dependent variable is due to other factors not accounted for in this study.

$\beta = 0.316$  which shows that 1 unit increase in independent variable will result in an increase of 0.316 units in brand image. The **moderator impact the relationship between para-social love and brand image** as indicated by the increase in the  $\beta$  from 0.182 (table 12) to 0.316 (table 15). The p-value is significant as  $p < 0.05$ . The F-statistic and t-statistic values are 324.629 and 4.963 respectively which fulfill their criteria.

The model is fit for prediction based on the p-value, F-stat and t-stat values. The analysis shows that the third condition for moderation has been satisfied and the interaction term (IV) and DV are significantly related and the moderator Punjab food authority's raid publicity is strengthening the relationship between para-social love and brand image.



**Table 18*****Summary of the Results of Hypothesis Testing***

<b>Hypotheses</b>	<b>Description</b>	<b>Values</b>	<b>Results</b>
<b>Hypothesis 1 (H1)</b>	Interpersonal love positively influences brand image.	t-value = 5.564 p-value = .001 $\beta$ = .018	<b>ACCEPTED</b>
<b>Hypothesis 2 (H2)</b>	Para-social love positively influences brand image.	t-value = 5.564 p-value = .000 $\beta$ = .182	<b>ACCEPTED</b>
<b>Hypothesis 3 (H3)</b>	The publicity of raids by Punjab Food Authority impacts the relationship between interpersonal love and brand image.	t-value = 13.120 p-value = .000 $\beta$ = .025	<b>ACCEPTED</b>
<b>Hypothesis 4 (H4)</b>	The publicity of raids by Punjab Food Authority impacts the relationship between Para social love and brand image.	t-value = 4.963 p-value = .000 $\beta$ = .316	<b>ACCEPTED</b>

## **CHAPTER 5**

### **CONCLUSION**

In this culturally changing environment, the restaurant & fast food industry is undoubtedly one of the most rapidly growing and important industry in Pakistan. As more local & international food brands have come in & are increasing the competition, the restaurants & multinational food chains are desperate to attract and retain the highest share of customer base; whose taste buds can lead them anywhere they see variety, quality, taste and innovation.

The aim of this research was to understand the relationship customers share with their loved fast food brands. A detailed study to oversee the para-social and interpersonal love (concepts of brand love) and their impact on brand image with moderating role of the raid publicity by Punjab Food authority. The results of the qualitative & quantitative techniques helped in identifying the major themes, analyzing the relationship between the variables and their impact on brand image. As mentioned above, the fast food chains work to build strong ties with the customers in order to increase the stronger image perception, brand recall & purchase intention for their food brand. Data was collected through online and self-administered questionnaires from the customers of fast food restaurants in the twin cities.

The Baron and Kenny moderation testing and regression analysis were used to test the hypothesis. All of the hypothesis were accepted showing strong intensities of impact. The results show that a positive and significant relationship exists between all the variables. Para-social love and brand image have a positive relationship, thus increase in one variable increases the other. The same relationship exists between interpersonal love and brand image. Relationship between both the independent variables and the dependent variable was significantly moderated by the publicity of the current raids by PFA on the fast food restaurants, as per the moderation test results.

It can be concluded from the results that the way to enhance a stronger & positive brand image is by building brand love. Brand love can be generated through para-social love and interpersonal love and both these emotions can be triggered by using different influential techniques related to promotions and service quality. Interpersonal love is that passionate feeling which can be developed by providing quality services as per the customer's expectations. The customers should be given their right value for money, so that they maintain a positive image of the brand. Moreover,

when considerable efforts are directed towards building a stronger love for your food brand the lesser repercussions it might have on the image and any negative publicity about the brand would likely to have a lesser impact. The current raids have had an impact on the brand image of the fast food restaurants according to the customers but if the brand love is stronger embedded and the brand responds to the negative publicity tactfully, lesser damage would be caused to the brand itself.

## **RECOMMENDATIONS**

- Future researchers can explore the construct brand love through other concepts. This study is mainly focused on para-social love and interpersonal love; there are many other aspects by which may have an impact on brand love. Moreover this study can also be conducted on other service industries like hospitality, telecommunications to gauge and develop customer's love for those brands. Also further research can be done on the love relationship customers have with FMCG brands.
- This research is also helpful for the restaurants & fast food chains to develop preemptive strategies to tackle any negative publicity they might face in future. In this research, a government organization Punjab food authority, publicized the raids using social media and that impacted the brand image of restaurants heavily. So in order to avoid any scenarios like this in future, this study can serve as a reference to be prepared before anything damages the image of the brand in any industry.
- Also, this study serves as a metric for the national or international food chains operating in any country to carefully study the health and safety laws before starting operations because that might save your brand from the exposure to any negative publicity, word of mouth and the can prove that the brand cares about the customers, their safety and hygiene.

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# **APPENDIX**

## **INTERVIEW GUIDE**

1. Gender/Occupation/ Income (Demographics)
2. How often you tend to eat out?
3. What are the possible qualities/ attributes you look for when you eat out? Also rank them according to importance
4. Are you aware of food safety topics & measures that should be taken by restaurants?
5. Are you aware of the food authority initiatives in Punjab?
6. How did you became aware of the raids? (Medium)
7. How credible you think these raids were?
8. How has these raids impacted your image of the restaurants you visit?
9. Do you think that restaurants are responsible for the safety of their customers?
10. How all this exercise (raids & their publicity) have affected your love for the food brands you visit? (Assess Brand love)
11. Do you notice any change in the safety & hygiene measures taken by the restaurants? & how satisfied you are with them now?
12. Does this raid exercise has helped you become aware of the health & hygiene safety measures that should be taken by restaurants?
13. Does these raids now impact your choice of restaurants you wish to go to?



## SURVEY QUESTIONNAIRE

I am a student of (MBA- International Business & Marketing at NUST University, Islamabad, and I'm holding this research survey as part of my research project/thesis. Information gathered through this survey will be used only for academic purposes, and will not be shared with anyone.

I will be grateful if you could kindly spare some time to fill this questionnaire.

**Gender:**  Male  Female

**Age:**

- 18-25
- 26 – 35
- 36 – 45

**Education:**  Matriculate  Intermediate  Graduate  Post Graduate  Others

**What is your current status?**  Student  Employed  Unemployed

**What is your income level?**  Below 40000  41000-80000  
 81000-100000  Above 100000

**1. How frequently do you tend to eat out?**

- Every day
- Once/ twice in a week
- Once in a month
- Twice/ thrice a month
- Once in a year

**2. Rank the following attributes according to how important they are to you when it comes to eating out in a fast food restaurant.**

- Taste
- Quality of Ingredients used
- Service
- Standards of Hygiene followed

**3. Are you aware of the current raids by Punjab Food Authority on the eateries and their findings?**

- Yes
- No

**4. If yes, do you think those raids were a good initiative & the findings were real?**

- Yes
- No

**5. If no, why? Reason**

The scale we have used is a 5-point Likert scale. Below is the scale:

**Strongly agree = 5    Agree = 4    Neutral = 3    Disagree = 2    strongly disagree = 1**

Sr. No.	Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<b>Interpersonal love</b>						
A1	In truth, the love I have for a fast food brand requires loyal attachment first					
A2	I expect to always be loyal with my favorite fast food brand					
A3	The love I have for my favorite fast food brand is the best kind because it grew out of loyalty					
A4	The loyalty with my favorite fast food brand merged gradually into love over time					
A5	The love relationship is really a deep friendship, not a mysterious, mystical emotion					
A6	The love relationship is the most satisfying because it developed from a loyal bonding					
<b>Para social love</b>						
B1	Consuming my favorite fast food brand makes me feel comfortable, as if I'm having homemade food					
B2	I see this fast food brand as a sociable, enthusiastic person					

B3	I look forward to consume this fast food brand					
B4	I miss this fast food brand when it's not available in the market.					
B5	I find this fast food brand tasty					
B6	If there were a story about this fast food brand in a newspaper or magazine, I would read it					

**Publicity by Punjab Food Authority on social media**

C1	I pay more attention to an advertisement about my favorite fast food brand than to any other food brands					
C2	I am unhappy when I read negative advertisements or publicity about my favorite fast food brand.					
C3	I am more interested in positive publicity of my favorite fast food brand than in other food brands					
C4	It is very important for me to stay updated with any kind of publicity about my favorite fast food brand rather than any another food brand					
C5	I always consume the same fast food brand because I really like it regardless of any negative publicity.					

**Brand image**

D1	I change my perception towards the consumption of a fast food brand because of its negative publicity related to hygiene by Punjab food authority.					
D2	I would hesitate to consume a fast food brand because of negative publicity by Punjab food authority.					
D3	I tried to spread good word about my favorite fast food brand regardless of any negative publicity.					
D4	I would actively seek out more information about my favorite fast food brand.					
D5	I find this negative publicity by Punjab Food Authority about fast food brands unrealistic & exaggerated.					

**Thankyou ☺**