Consumer-Based Brand Equity influencing Consumer Perception of Brand A Focus on Family Restaurants Sukkur Region, Sindh, Pakistan

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Abstract: This paper represents the importance of all attributes of Consumer-Based Brand Equity (brand awareness, brand associations, perceived quality, and brand loyalty) on consumer perception of the brand. And the focus of this study is on how consumers are making choices about brands what they are perceiving and what they are getting, how restaurants are creating a positive perception in the mind of consumers. This study also defines new ways for brands to make a strong relationship by making strong all attributes of Consumer-Based Brand Equity. The methodology of research has been used through surveys and this has found new views and suggestions regarding the restaurant's brand equity because there are different respondents with different views and suggestions. This study suggests and helps the restaurants to make brand loyalty and strong customer relationship by providing superior value to the consumers, thinking and developing strategies for capturing more value by providing quality of foods with better services to make consumers loyal with building trust in the relationship with them, this will be helpful for restaurants to get the competitive advantage at this competitive era, it is also beneficial for the restaurants furthermore it will be profitable and generate more earnings.

Keywords: Consumer Based Brand Equity, Consumer Perception.

1. Introduction

Nowadays brand becomes a power which is a source to gain benefits, most of the companies are growing rapidly because of their brand and their services, Services play the main role in this field, so that company should deliver better services in this competitive world, everywhere there is competition for getting more profit, and for increasing the performance of firms, and companies are giving superior value to the customers so in that way they are getting competitive advantages.

Powerful brand equity becomes the most important and valuable asset and this is a factor that is influencing the perception of the brand that customers have, this is key to success for any company or any restaurant to make strong attributes of the brand which will give more benefits to both sides. It means benefits for the company and customers. This study will define how consumers are making choices and what attributes of the brand the consumers are analyzing, because of the fast changes in the worldwide market and the expansion challenge knowledgeable in restaurants, there is an era of competition and services, better services making loyal and better services is key to success because one can get a competitive advantage.

Nowadays customer want everything their choices are on the top and the space they want unexpected things, companies have to aware of these things, well an example of family restaurants they first choice they want parking lot area that will easy to come and back to home, great peaceful environment, hygienic, taste and appropriate prices, quality of food quality of services served quickly as committed time of delivery food a free home delivery take away system air conditioner and heater according to the weather customer is analyzing all those things, nowadays restaurants are focusing on these choices of consumers, then restaurants can make the loyal customer profitable in the city.

This study is about the impact of consumer based-brand equity on consumer perception of brand an example of fast food family restaurants in Sukkur the brands the family restaurants in Sukkur are depending on the services provided by the restaurant's services are deeds services are growing dramatically in this competitive world well you have a strong brand you must have a better services provider quality. Just Because of fast worldwide changes in the market and the delayed challenge skilled in firms, Brand Management has turned out to be continuously noteworthy. Well, brand executives achieve clear division between things, ensure buyer unwavering quality and slants, and may provoke a more essential piece of the general industry.

Moreover, communicates that a brand can be accepted to consolidate all unmistakable and irrelevant qualities that a trade speaks to. In show disdain toward the way that piles of around the world and neighborhood brands of different things have been utilized to measure brand esteem, the diagram on brand esteem within the organization trade has not been completely explored. An incredible brand will upgrade a client's frame of mind quality of the item affiliation of a brand. Aura quality is made by contribution to the thing. As demonstrated by Keller (1993), customer care and alliance effects-initiated characteristics, seen quality in conclusion result to check duty. Brand names then what a brand depends on are the core value for the most drive-through customer. In case appropriately managed, it will assemble the higher hand of the modest nourishment eateries; it's significant for cheap sustenance.

1.1 Significance of Study

To find out the importance of restaurants and what are the choices of consumers in services and quality of food some are brand loyal why they prefer to that restaurants and making positive words of mouth about this restaurant or that. This research is about the influence of consumer-based brand equity on consumer perception and this study also focuses on the dimension of CBBE which is directly affecting consumers thinking how they are making choices about restaurants, like near restaurants it helps maximize the value of brands.

1.2 Justification of the Study

This study explores the new ways and opens the doors for the food sector, how to sustain a strong relationship with consumers, in this way consumer loyalty will increase. Eventually, this study will explore the appropriate upper level of the restaurant's management as well as policies for consumer's relationships with restaurants.

1.3 Problem Statement

The importance of brand is the magnitude it is the power of the business source of business it is an image of the company, most of the companies are just earning but they have such good name well it is brand, problem is that when consumers are making choices for a brand they have difficulties because most of the brands have quality but they don't have such good services how the consumer can analyze the attributes of the brand. Family restaurants are the source of getting competitive advantage when you satisfy the one family by attitudinal loyalty this family brings another family and this way consumers will be increase and that will helpful for the company to get a competitive advantage if restaurant's services foods mean all attributes of the brand will meet to the consumer's choices. In this competitive era how, consumers are making choices about the brand in which restaurant is providing better services, consumers always want to fulfill their needs according to their choice of restaurant.
This study is to know what is brand because nowadays according to the young generation and young ages has the proper knowledge about the brand in this topic is already researched but the researcher choose bigger scale like 40 plus aged people and there was researched in a foreign country, their aged and youngsters know about the brand but in our Pakistan's people has difficulty about the brand because of illiteracy and sense. Youngster mostly knows the brand and then I successfully got ideas through a questionnaire.

1.4 Research Questions

- o How a positive relationship there is between brand awareness and consumer perception?
- o To find out the relationship between brand associations and consumer perception?
- o How there is perceived quality is important for a positive relationship with consumer perception?
- o Why brand loyalty contains a positive relationship with consumer perception and how it is important?
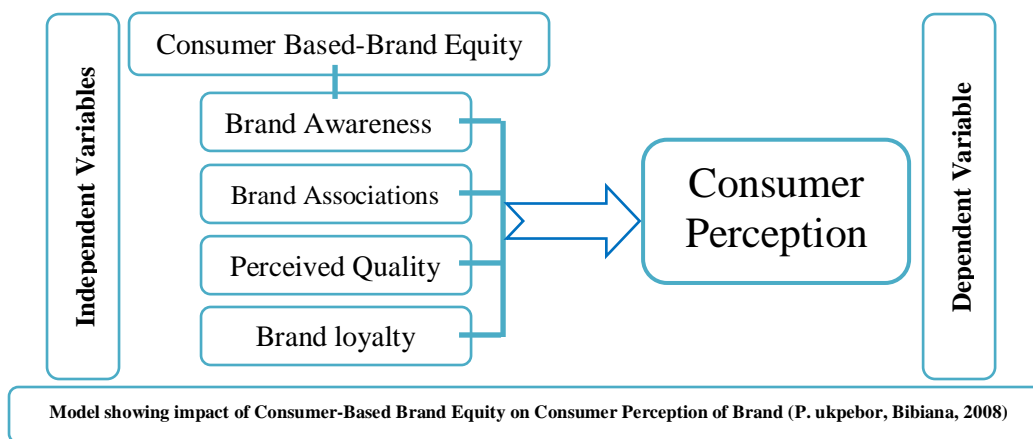
1.5 Objective of Study

The objective of this study to explore and develop a positive perception about the brand, this research has a significant role regarding customer perception of how the customer is making choices about the brand based on perception.

- o   To discover the correlation between brand awareness and consumer perception.
- o   To find out traits of brand associations and relationship with consumer perception .
- o   Discover the brand loyalty and its connection to consumer perception.
- o   To find out the impact of perceived quality and the relationship with consumer perception.

1.6 Research Hypothesis

H1:   There is a significant relationship between brand awareness and consumer perception.
H2:   There is a significant relationship between brand associations and consumer perception.
H3: There is a significant relationship between perceived quality and consumer perception.
H4:   There is a significant relationship between brand loyalty and consumer perception.

1.7 Research Model

Independent Variables

Consumer Based-Brand Equity

Brand Awareness

Brand Associations

Perceived Quality

Brand loyalty

Consumer Perception

Dependent Variable

Model showing impact of Consumer-Based Brand Equity on Consumer Perception of Brand (P. ukpebor, Bibiana, 2008)

2. Literature Review

2.1 Brand Awareness

Importance of estimating brand awareness basic to the criticalness of brand mindfulness it is obligatory essential for higher request builds, as brand to develop (Christodoulides et al, 2015) Aaker1991) depicts the brand name just like a file envelope in which all brand-related affiliations have the option to put. hence, brand mindfulness goes before brand affiliations, since buyers can know without holding a solid arrangement of brand relationship in memory (Christodoulides and de Chernatony, 2010), yet they couldn't control a solid arrangement of a brand relationship without being first mindful of the brand. Since it isa decent footing, brand mindfulness is estimated for the most part significant measurement for new marks, though brand learning and brand sentiment become pertinent for settled brands (Çifci et al., 2016).

All the more as of late, 62 percent of nourishment brands following brand mindfulness every year, organized the measurement second in significance behind item quality (Anselmsson and Lars Anders, 2013), while in Young and Rubicam's Brand Asset Valuator, brand learning, of which mindfulness is a principle segment (alongside commonality) is connected with client obtaining, maintenance and profit edges in the car business (Stahl et al., 2012). This addresses the wide importance of mindfulness measurements, crosswise over various sorts of categories. (Aaker, 1991) (John, 1994).

2.2 Brand Associations

Spot advertising is the conscious production of spot personalities or feelings of the spot. In general, individuals comprehend place in their brains through observations and pictures. As Holloway and Hubbard (2001, p. 48) portray, communications with spots might be through direct encounters of the earth or by implication through media portrayals. Be that as it may, what is basic is how this data is prepared through mental procedures of discernment to shape steady and learned pictures of the spot (Kavaratzis and Ashworth, 2005). Marking manages such mental pictures. Spot marking focuses on individuals' discernments and pictures and puts them at the core of organized exercises, intended to shape the spot and its future. Devlin, J. F., & McKechnie, S. (2008).

Dealing with a spot brand turns into an endeavor. Brand executives are devoted generally toward upgrading brand mindfulness and picture segments (Keller, 1993). The brand idea comprises buyers to understand and conviction about brand special things and qualities. The brand picture speaks to the individual importance of a brand that purchasers have put away in memory, furthermore, incorporates all expressive and evaluative brand-related data. Notwithstanding brand mindfulness, this data incorporates brand qualities. The brand starting point is one quality (for example this watch brand is of Swiss starting point) that plays a possibly vital job in deciding a brand's picture (Thakor and Lavack, 2003).

2.3 Perceived quality

Perceived quality is estimated as a "center/essential" viewpoint crosswise over CBBE structures. An explanation that has increased levels of acknowledgment sees PQ as the client's finding of the general magnificence, regard, or prevalence of a brand (as for its motivations) concerning choosing the brand. PQ is at a more elevated amount of idea than any careful quality and varies from item quality. PQ may likewise be a substitute for different components of CBBE (i.e., PVC), and it is appropriate crosswise over item classes Speculations situated in shopper memory, especially the methods end chain model and desire esteem hypothesis, offer helpful structures for clarification how PQ judgment is framed. The method's end chain approach prompts that a buyer's subjective structure holds brand-related data in memory at various degrees of an idea. (Bollen& Stine,1990).

At the less complex levels are brand characteristics meaning "quality" benefits besides, benefits, including PQ, bring about a general PVC administering about the brand. As helped by a couple of researchers, customers are not level to draw a capability stuck between a brand's PQ and its PVC. That leads to ordinarily regard or result from the use of the brand. Information noteworthy to PQ can be get by methods for headways where the general idea of the brand is pushed or where quality is coming about because of giving information about the characteristic or outside brand character. Quality choices may in like manner be derived by methods for direct investment with a brand, and choices from direct experience are more grounded and are even more adequately "got to" from memory.Brislin, R.W. (1970).

2.4 Brand loyalty

Loyalty might be a one-sided response towards a brand linked over some period of spell&it categorized the purchase outline in the decision-making part which might be a man, a person, or a firm. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Hence loyalty suggests consistent propose steady repurchase of a brand coming to fruition in light of the positive impact on purchasers brand or the thing Looks to be the first to ideas of a sensation associated with the loyalty of brand which has marked brand insistence (Copeland, 1923) describes the level of association that a consumer has towards the brand. The continuous investigation into brand loyalty behavior . The resulting research investigated how the loyalty of brand is connected with the accompanying factors: dedication, loyalty Likeness loyalty Store buyer information about accessible brands item classifications (Farley, 1964) saw quality Shapiro, 1970), Customer threat decrease behavior customer attributes and shopping design qualities. The likelihood of multi-brand loyalty was additionally investigated and a variety of scientific (for the most part stochastic) models was prepaid to define the brand loyalty conduct (Lipstein, 1959 Engel et al. 1968), in their complete audit of   brand loyalty literature   to 1967 noticed a few big issues. These include an absence of a conceptual framework for viewing brand loyalty, a relatively select spotlight on the result of conduct, and excessively straightforward meanings of loyalty Brand. (Day1969, Segger 1970 and Jacoby and Kyner 1973) made comparable reactions. Proposed seeing brand devotion as hold buying provoked by solid inner miens. (Kemp et al., 2014).

Contribution of Authors regarding Loyalty Research

Author	Contribution
Jacoby &Chestnut(1978)	The three classification order's Approaches ways to deal with estimating brand loyalty Behavior Psychological duty Composite lists.
Dick and Bas**u** **(1994)**	Research focused on the comparative state of Attitude and potential diplomats of the relative mentality to retain support considering social standards and situational factors. Relative disposition is how much the customer's assessment of one elective Dominates of brand over alternative right loyalty just exists when retain support coincides with high relative state of attitude Arrangement including fake, inactive & manageable loyalty classes.
Christopher et.al **(1993)**	The ranking of loyalty. Testing the process or along the rungs from prospects, consumers, buyers, and supporters. Progression requires increased discussion among interchange events creating the trust and Satisfaction which create within a buyer approach depending on their practices and also discussion .
Baldinger&Ruben(1996)	A composite approaching the research predictive aptitude of behavioral and attitudinal data towards Buyer loyalty among five Dimensions .
Hallowel (1996)	Finding and Analyzing the relations b/w profitability level, loyalty of customer & customer satisfaction level.
Reichheld &Teal (1996)	The loyalty coefficient to help look at purchaser loyalty level. They found that a few customers would change over to another item for only a 2 percent Discounts while some will just switch at 40 percent rebate. Some don't switch for abigger discount.1996 O'Malley Effectiveness of dependability programs. 1998.
O'Malley (1998)	Value of loyalty programs .
Beatty el al (1988)	Set up scale to ensure based on the hypothesis that promise is comparable to dependability. This scale included things which reflected self-image commitment, buying and brand responsibility

2.5 Consumer Perception

The essentialness of brands in the publicizing of organizations has been an element by a figure of columnists Dibb and Simkin, 1993; Zeithaml, 1981). Not in any manner like customary thing stamping, has the zone of organizations checking remained youthful. Brand planning could be one zone that warrants encourage thought in an organization setting, for to date exceptionally few appraisals have centered upon the plausibility of the brand building gotten by organizations relationship from an administrative or client viewpoint. Brand building has been depicted as: an engineering structure of the brand portfolio that appears brand businesses and the plausibility of affiliations between brands. diAastrous, A., & Chnaoui, K. (2016) Indeed, more beginning late, Aker 2004 has utilized the expression brand portfolio system whereas analyzing how to streamline and utilize an affiliation's picture portfolio. All relationships with a distinctive thing or organization lines must choose whether to utilize one single brand covering all commitments, an interchange free brand for each advertising, or a blend of these two limits. Bhattacharya & Seen, 2003)

De Chernatony (2001) proposes a brand extend , going from corporate stamping at one crazy to individual thing marks at the other. Supportively, related the possibility of the brand range to checking in a cash related organization setting, fighting that a corporate brand approach to managing the organization of the brand building is extraordinary in budgetary organizations markets. similarly fought that corporate checking is fundamental to organizations grandstands generally since in organizations the association is the basic point of convergence of the brand rather than the thing. As such, but corporate stamping is seen as wrapping up progressively basic generally

(Balmer, 1995).

3. Research Methodology

3.1 Data Collection Source

3.1.1 Primary source

The structured questionnaire distributed to collect the data from the consumers of different restaurants such as Sindhri and RT Sukkur in Sindh and the strong contribution of these restaurants but other restaurant's consumers had given me a response in this data collection afterward a positive response given from all respondents a confidential academic source of filling questionnaire by respondents. This data collection process got two months to complete.

3.1.2 Sampling Method

The study conducts analysis and the measure of the Impact of consumer-based brand equity on consumer perception of the brand (fast-food restaurants in Sukkur). 100 questionnaires were distributed to gather the data from consumers of fast-food restaurants in Sukkur, through the convenience sampling method. 100 consumers' respondents, the research questions on Impact of consumer-based brand equity on consumer perception of the band were about the brand awareness, brand associations, perceived quality, brand loyalty used to independent variables consumer perception as the dependent variable.

3.2 Questionnaire Design

Questionnaire-based on the items as follow:

- o Brand Awareness
- o Brand Associations
- o Perceived quality
- o Brand loyalty
- o Consumer perception

3.3 Statistical Analysis

Data were entered to SPSS and used the following analysis technique:
1) Reliability Analysis
2) Descriptive Analysis
3) Correlation Analysis
4) Reduction Method
5) Regression Analysis

4. Data Analysis and Results

These results concentrate on the examination of data and conducted firstly demographic results, reliability testing, Multiple regression analysis and then the correlation between the study of variables and then regression analysis performed to examine the effect on independent variables on the dependent variable The questionnaire were included 2 parts in which 1st part includes of demographic information of gender, age. While the second part includes (brand awareness, brand awareness, perceived quality, brand loyalty, and consumer perception), respectively.

4.1 Reliability Analysis

Reliability is the scale to measure the steadiness of the research instrument.

4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.902	29

Above table 4.1 shows the Reliability Analysis results of the data. The Cronbach's Alpha of Reliability analysis must be greater than .70 so it can be acceptable and considered reliable. In our case the Cronbach's Alpha is 0.897 greater than .70 and it is good for research, there is a reliability of .907 it is highly reliable this resulted because of the adaption of the questionnaire from a related article on this topic.

4.2 Descriptive Analysis

In this section, the selected respondents from Sukkur were taken as the sample of the whole population and analyzed according to the data provided by the respondents.

4.2.1 Table of Age

		Frequeny	Percent	Valid Percent	Cumulative Percent
Valid	15-25	69	69.0	69.0	69.0
	26-35	20	20.0	20.0	89.0
	36-45	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Table 4.2.1 Looking at the second group that is age, it has shown that respondent age is divided in distribution with the age group of 69 % are from 15 to 25 age group, 20.0% are from 26 to 35 age group, 11% are from 36 to 45 from the group or above.

Table 4.2.2 of gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	72.0	72.0	72.0
	Female	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Table 4.2.2 the respondents divided into two categories male and female total questionnaires are 100 and it is divided into 72 male and 28 female respondents from the whole population.

Table 4.2.3 Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	35	35.0	35.0	35.0
	Single	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Table 4.2.4 highest degree/education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	43	43.0	43.0	43.0
	Master	31	31.0	31.0	74.0
	MS/MPhil	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

In this table 4.2.3, there is a percentage of the marital status of 100 respondents 65 were single means unmarried and 35 were married respondents.

Table 4.2.4 is showing the education standards of respondents. The results appear that 43 respondents were bachelor, 31 respondents were master education standard and 26 were at in MS/MPhil education standard.

4.3 Correlation

Correlations is a statistical measurement that shows the level to which two or above variables are related to each other or rises or falls together. A positive relationship demonstrates that the factors are straightforwardly corresponding to one another or they will rise or drop in the same heading and a negative relationship demonstrates that the variable is conversely corresponding and if the one variable will drop the other will rise within the inverse heading.

4.3.1 Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	100	1	3	1.42	.684
Specify your gender?	100	1	2	1.28	.451
marital status	100	1	2	1.65	.479
What is the highest degree/education?	100	1	3	1.83	.817
Valid N (listwise)	100				

4.3.2 Correlation Analysis

Correlation		Brand_ Awareness	Brand_ Associations	Perceived_ Quality	Brand_ Loyalty	Consumer_ Perception
Brand Awareness	Pearson Correlation	1	.596**	.434**	.482**	.496**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Brand Associations	Pearson Correlation	.596**	1	.610**	.556**	.634**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100

Perceived_Quality	Pearson Correlation	.434**	.610**	1	.571**	.711**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Brand Loyalty	Pearson Correlation	.482**	.556**	.571**	1	.636**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Consumer Perception	Pearson Correlation	.496**	.634**	.711**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Table no 4.31 and 4.3.2 is   showing the correlation analysis in which there is a moderate and positive correlation between the variables.

4.4 Data Reduction Method

Most researchers used this method for data reduction that's why I choose this method.

> COMPUTE Brand Awareness= (BAW1 + BAW2 + BAW3 + BAW4 + BAW5) / 5.
> COMPUTE Brand Associations= (BAS1 + BAS2 + BAS3 + BAS4 + BAS5) / 5.
> COMPUTE Perceived Quality= (PQ1 + PQ2 + PQ3 + PQ4 + PQ5) / 5.
> COMPUTE Brand Loyalty= (BL1 + BL2 + BL3 + BL4 + BL5) / 5.
> COMPUTE Consumer Perception= (CP1 + CP2 + CP3 + CP4 +CP5) / 5.

4.5 Regression

Linear regression is used by the examiner to understand the connections between one variable to another. The dependent variable is the researcher wants to predict and another variable is the independent or predictor variable.

4.5.1 Table of Regression

Model	Variable Entered		Variables Removed	Method
1	Brand Awareness, Associations,PerceivedQuality, Loyalty		Brand Brand	.	Enter

a. Dependent Variable: Consumer Perception

b. All requested variables entered.

4.5.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.820a	.673	.655	.38325

a. Predictors: (Constant), Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty

Table 4.5.2 indicates that there is a positive R-Square value of variables and it a good sign and there is strong connections between the dependent variables and independent variables,& value R Square show the model fitness of the research and it is also positive and approximately 90% contribute to this research with these five major variables which area positive sign for the research.

4.5.3 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.353	5	5.671	38.607	.000b
	Residual	13.807	94	.147		
	Total	42.160	99			

a. Dependent Variable: Consumer Perception
b. Predictors :(Constant Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty.

Interpretation of ANOVA test

This table model explained the independent variables are statistically significant to predict the dependent variables, where F=38.607 and the significance level is 0.000, p<0.

4.5.4 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.267		.475	.636
	Brand Awareness	.036	.074	.037	.487	.025
	Brand Associations	.098	.079	.110	1.247	.038
	Perceived Quality	.316	.073	.334	4.364	.001
	Brand Loyalty	.147	.077	.106	1.917	.058 .

a. Dependent Variable: Consumer Perception

Coefficient test

The above table explains the significance of all variables. Sig. value helps in knowing whether variables are good or not. The significance value of all independent variables is less than .05 which shows these dependent variables have a positive impact on variables.

Interpretation of coefficient

The Pearson correlation was conducted into a sequence to know-how about the impact of independent variables and the different independent variables . The above table has shown the results that Brand Awareness has got a positive correlation between consumer perception with the sample size of 100 and significance value=.025 shows a positive, relation between dependent and independent variable It also indicates that increase brand awareness strategies will increase the consumer perception.

Moreover, the correlation between Brand associations and consumer perception also showing a positive significant relationship with the sample size of 100 and significance value =.038To conclude the results, shows that both independent variables have a positive relationship with the dependent variable. Furthermore, the correlation between Perceived Quality and consumer perception also showing a positive significant relationship where the sample size of 100

and significance value =.001. To conclude the results, show that both independent variables have a positives relationship with the dependent variable.

Finally, the correlation between Brand loyalty and consumer perception has gone to a positive significant relationship with a sample size of 100 and significance value=.058. To conclude the results, show that both independent variables have a positive relationship with the dependent variable.

Summary of Hypothesis

Table of Summary of Analysis

Hypothesis	Statement	Results
H1	There is a significant relationship between brand awareness and consumer perception.	**Accepted**
H2	There is a significant relationship between brand associations and consumer perception .	**Accepted**
H3	There is a significant relationship between perceived quality and consumer perception .	**Accepted**
H4	There is a significant relationship between brand loyalty and consumer perception .	**Accepted**

Discussion

The study has focused on consumer-based brand equity and consumer perception of a brand that which factor is making loyalty in the customer's mind and making the positive perception of the brand. The majority in this research are students and the ratio of males 72% and females 28% of research has been conducted from customers of family restaurants. Hypothetically, this paper is situated as brand awareness affiliation with consumer perception, brand associations significant and positive relationship with consumer perception, perceived quality affiliation with consumer perception, brand loyalty positive relationship with consumer perception. This research focuses on consumer perception which dimension of consumer-based brand equity put its role to make a positive image about the brand and which dimension is making strong relationship with the brand, that will be beneficial for restaurants to generate revenue by loyal and profitable customers.

Conclusion

Exploring consumer perception of the brand through consumer-based brand equity this study was based on 4 dimensions of consumer-based brand equity and focuses on consumer perception of the brand and selected area of research was Sukkur and this study was on the family restaurants. The analysis of consumer opinion about brand questionnaire was being provided to the consumers of restaurants, results came positive by the SPSS technique. The outcomes have positive results & support the majority of the previous research . This research examined the consumer perception of restaurants, the restaurants are giving quality food and hygienic with appropriate prices and those have services and best qualities in Sukkur city consumers are preferring to these restaurants like Sindhri, RT, and other restaurants. The restaurants should focus to improve brand associations. Most restaurants have a connection with consumers' perceptions and consumers' choices can make a huge profit margin and can retain more customers and profit.

Limitation and Recommendations

The study has some limitations, which are affecting its generalized ability. A major limitation of this study was due to financial constraints, non-random selection of the sample. This radically restricts any derivations of the outcome. Furthermore, the survey instrument was not specially designed for the research rather adopted. The second limitation of this study was that this study conducted in one city of Pakistan, province Sindh, more examinations are required that contains more geological ranges and cross-national compression. This examination concentrated on the family restaurants of Sukkur. Future investigations may advance these efforts by looking at the broad range of the sample. The fact is respondents of the questionnaire were 100 from Sukkur's family restaurants. Finally, Future investigations may profitably consider such directing impacts. To wrap things up, care in intelligence the end objective to rise validity of the study it is suggested to replicate the study on a bigger scale with a more representative sample .

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