

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

The Effect of Online Food Delivery Applications on Brand Awareness of Local Pizza Brands: A Study in Karachi, Pakistan

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Abstract:

In the era of advanced marketing, brand awareness is considered to be the most essential part of marketing. Every marketer almost tries to put an image of their brand at the top of their targeted customers' mind. Mostly, Organizations are prone to use different tactics, online promotional food delivery related applications for mobiles to create brand awareness. This particular study is targeted towards the research of how food delivery application leaves an impact in the market i.e. e-marketing, sales promotion, and mobile marketing are being thoroughly studied to measure how far they can go to establish brand awareness of local pizza brands which are located in the localities of Karachi. This study has hinted us to find out the most accurate and effective mean of creating brand awareness using online food delivery application and reaching out to those segments and targets which are influential towards the effective tactic in Karachi, Pakistan. Used Likert scale questionnaire to establish a survey and gathered the primary data, whereas secondary data was collected from the resources which are relevant to the topic, such as articles and research papers. The reliability test and validity of the questionnaire has also been taken into consideration, it was measured and ensured. To study about those who are particularly fond of fast food and specially pizza, it was focused to keep the age group in between 18 – 35 years, but as researches are not certain so there was a fraction of people who were above 46. Gathered data is analyzed through using analytical tools like correlation and regression using SPSS Software. All the research output shows a strong bonding in between brand awareness and online food delivery application. The final analysis was compiled through the regression analysis which showed that brand awareness was influenced and triggered by online food delivery application effectively used by the owners of the different Pizza brands. As a tool of promotional communications, an effective role was analyzed about online food delivery application in creating brand awareness of the local pizza brands in Karachi, Pakistan.

Keywords: Brand awareness, online food delivery application, local pizza

1. Introduction

In the modern world of global business environment, the importance of efficient use of promotional activities has now become unavoidable in order to flourish. In today's world, no one has an option to avoid such a significant part of the businesses; it has a certain impact in our daily lives. Using food delivery applications is a tool which is dominantly important in aiming the consumer's attention towards a brand or a product. Means of promotional mediums include newspaper, television, radio, bill board, public relations, and direct marketing (Miller, 1993). Above given marketing tools can be further characterized into below the line, above the line and through the line categories. Above the line communications contain television, newspaper and radio as a mean to spread information about a brand, whereas below the line promotional communications uses more cost-effective way to disseminate information of a product such as sales promotion, hoarding/ brochures, mobile marketing, e-marketing, word of mouth and e-dealership.

Strategies which are related to below the line communications managed to frequently play a major role in increasing the knowledge of the consumers regarding the brand of a company. Spread of electronic media and commonness of different media has allowed investors and marketers to generate awareness among consumer regarding their brand and so far, are being successful in getting the attention of the targeted consumers. They have come up with innovative ideas to promote their brand. One of the tools is online food applications on mobile app stores. Online food delivery applications are capable of targeting any sort of customer which are in any age or income group along with a message which initiates a thinking process without the consumer's consent (Siddiqi et. al, 2014).

2. Literature Review: Online Food Delivery Applications and Brand Awareness

2.1. Online Food Delivery Applications

Online food delivery applications have now begun to play a very vital role in acquiring the customer's attention. In the recent era, mass spread of internet and electronic media has taken over the marketers to enhance the Online food delivery applications in order to seek attention of the customers towards their brand. Online food delivery applications have got the ability to target the customers in an effective manner with a specific message (Siddiqi et. Al, 2014). As compare to the ATL, it has a very significant value, where a potential consumer is bombarded by the mixed irrelevant information through the electronic media (Govender, Veerasamy & Jadwat, 2011).

Out of several communications, sales promotion is one of the important and vital communications which comes under 'Below the line' technique. "It is comprised as a mixture of different marketing activities designed to assist the strength of the marketing sales team, influence vendors to pile up the stock and trade the company's products and services and influence customers to buy the particular product or services in specially offered time frame to avail incentives" (Alam & Faruqui, 2009). Sales promotions have been utilized as an effective measure to soar the number of sales and uplift the brand, importance of sales promotions have dominantly increased enormously over the decades. It has got a vital role in achieving the given objectives by the organization.

It is important to realize the short and long-term goals of sales promotion. In order to respond the arch rival organizations' promotional strategies, short term sales communications have been used. In the prospect of future sales communications, Long term marketing strategies is used in order to increase the total percentage of market share (Mondal & Samantaray, 2014). Retailers use pricing marketing promotions as an effective tool to attract customers, alternative pricing tool targets the customers with a different perspective of choice among other products and services to make a decision. According to the recommendations of researchers, communications affects short-term sales. (Mela, Gupta & Lehman, 1997). Number of researches concludes that marketing promotional practices tends to change the received perception of a brand. (Alvarez & Rodolfo, 2005).

2.1.1. Effect of Online Food Delivery Application on Brand Awareness

Essential way of surviving in this dynamically vast competitive and comprehensive market is to approach your targeted customers, attain them and gratify them with satisfaction of goodwill (Dengra, Malhotra, & Kalra, n.d). There are numerous ways to influence your potential customers and communications can also be described as Above-The-Line, Below-The-Line or a combination of together which is called IMC (Integrated Marketing Communication). A potential organization should see two things. Message from the organization should be clear cut and must be able to attract the targeted audience and the second most important thing is to use a cost saving channel. These prerequisites of providing satisfaction can be achieved through the online food delivery applications (Carter, 2003).

A thorough study has come up with an output that online food delivery applications contains an influential power towards generating brand awareness of a particular manufactured goods or service. These online food delivery applications help to preserve and to improve the equity of the brand and sales (Siddiqi et. Al., 2014).

There are a small number of studies that are done on a daily basis on the order of online food, and the online food ordering systems are not mentioned much in these studies. Kimes (2011a) reviewed the opinions of restaurant operators about online ordering and at the same time (2011b) examined consumers' online food ordering behaviors. According to a study conducted by Alagöz and Hekimoğlu (2012) among university students on the online ordering system in the food sector, the students' attitudes towards online food ordering are based on the ease of the online food ordering process, its usefulness, its innovativeness in terms of information technology.

To understand the reasons for the use of online food ordering systems, research has been conducted on online consumer behavior and online purchase intentions. In the study of Constantinides (2004) on the factors affecting online consumer behavior and web experience, we compose the factors that constitute the basic stones of the web experiences that are collected from 48 academic articles under three main headings: functional factors (usability and interaction), psychological factors (trust) and marketing mix). Chen et al. (2010) investigated the factors affecting the intention to purchase online and examined these factors as technological factors, shopping factors and product factors. Each of these factors is important for e-businesses to attract and attract customers. Chen et al. The technology factors in the (2010) classification are the quality of the internet site that enables online transactions; shopping factors, individual characteristics associated with the shopping experience, and internet site features; product factors include the assessment of perceived quality of products and services for sale.

The studies conducted on e-mediators have been examined in order to understand the reasons for the users who intend to purchase online, to understand the reasons for going to the e-tool sites. The development of various intermediaries from the Internet has been combined with new business opportunities. According to Muylle and Basu (2008), the emergence of new e-agents has affected the way companies do business by increasing access to customers, expanding existing production options and reducing transaction costs for all participants. In the OECD 2010 report, the duties of the intermediaries are to provide infrastructure, to collect, organize and evaluate scattered information, to provide social communication and information exchange, to meet supply and demand, to fulfill market processes, to provide trust, to take into account the needs

of buyers and sellers or users and customers. Different types of internet agents have been developed to fulfill these tasks over the internet and they include access and storage providers, marketplace exchanges, trading, demand collection systems, virtual marketplaces, search engines, advertising networks, networking partners, news providers or social networks (OECD, 2010: 15).

2.2. Brand Information

The concept of brand information consists of two basic elements: brand awareness and brand image (Yüksel and Mermod, 2005). Brand awareness and image encompass three variables: reputation, brand power, and value, which enable brand value to be measured. The brand-name concept is the added value of a strong brand name and the positive impressions that the symbol creates in the consumer's mind, adding to the product and consumption. The value is to bring the value of the product and the operator's market to a value that is more valuable than the assets of the operator because of the positive accents. (Alkibay, 2002).

The concept of brand value can be approached from different angles. Especially in terms of consumer perception, the mind is concerned with the result of the valuation of a mark in the minds. The consumer is experiencing an emotional satisfaction with the brand and provides the differentiation of this satisfactory brand (Dereli and Baykasoğlu, 2007).

In terms of marketing, the value of a mark is the different thoughts of a brand that a consumer generates as a result of marketing activities according to another brand (Vazquez et al., 2002: 961). Different studies on brand valuation can be measured by brand awareness, brand associations, and brand loyalty (Keller, 1993).

The importance of brand value is due to consumers being ready to pay more for branded products than other products. In this case, businesses will manage their branding decisions by looking at their income (current and future revenue stream). Models related to this are also being established (Höfer, 2007).

The characteristic feature of a successful brand is the ability to add additional value to the product that meets functional needs, meeting various psychological needs (Crimmins, 1992).

The resulting value is tangible according to some views, according to some views (Park et al., 1989). The fundamental reason for being perceived as abstract is that the consumer does not have different reactions in memory. The description of the abstract elements can be made with five senses. Distinctive and sensual sensory brands have more chance of success than others. It is also seen that the sensory experience of brands plays a decisive role in creating brand loyalty (Lindstrom, 2005).

Brand value refers to the culture that the brand creates. The objectives and responsibilities of businesses are to provide an interaction that will bring about this culture (Pringle and Gordon, 2001). In this respect, increasing the value of a successful brand depends on being consumer-focused, establishing an emotional bond between the brand and the consumer, recognizing the brand as simple and quickly perceptible, recognizing it as a holding brand, and repetition of the message given to the consumer. It is important to manage the mentioned elements in brand knowledge.

The characteristic feature of a successful brand is that it adds additional value to the product that meets functional needs that meet a variety of psychological needs. The consumer is aware of the brands that add these values. On the other hand, it is necessary to investigate the relationship between perceived and expected quality in brand knowledge and brand image. The choice of brand name in brand management, the symbolization and institutionalization of brands, the quality-enhancing activities that customers perceive. It is especially necessary to emphasize consciousness and perceived quality here. (Sloot, 2008).

There are factors that characterize the expected and perceived elements of the brand, and in particular of the quality, based on the image the consumer creates in the mind of a brand. Perceived quality is a process that is actually happening to the consumer. The information stored in the transactional consumer mind is organized by logical internal links and sorted hierarchically (Franzen, 1999). Marketing communication is attracting attention. It is said that these factors, which we call brand awareness, positive brand perception and brand extension, are the sales and therefore the effects of turnover in the enterprises (Ar, 2004). Consumers' expectations are evaluated as having a separate prescription in brand image studies, which is defined as consumers' beliefs about the brand.

2.2.1. Brand Awareness

When we are talking about the brand awareness we are talking about the ability of a consumer who can recall or recognize a brand just by hearing the name (Aaker, 1996). Brand recognition is when a consumer can recognize the brand whenever he hears a hint while brand recall specifies the ability of consumer to memorize through its name (Kapoor& Si, 2014).

The great thing about brand awareness is the sense of knowledge it's give the consumer, but leads to trust and eventually them purchasing from them over other buyers. So, the brand which is easily remembered indicates higher recognition. Whereas the range of brand awareness lies on the essence of the label and its product awareness in the customers' mind which lead to consumer deciding to purchase from a familiar brand (Kapoor& Si, 2014).

The basic recognition of the brand can be achieved by creating awareness. For this reason, it is only possible for the brand to come to fruition but to be recognized by consumers. Awareness refers to the effect that brand creates on the consumer's mind (Aaker, 1996). Brand awareness, according to another definition, consists of a collection of good or bad information about a certain brand of a person (Valkenburg and Buijen, 2005).

Brand awareness is where the consumer gets his memory in comparison with the brand's competitors. Brand awareness plays an important role in the consumer's purchasing process. It has been proved through researches that the brands engraved on the consumer memory are preferred more intensively by the consumers in the purchasing process. According to Keller, brand awareness plays an important role in consumer decisions with three advantages. These are the advantages of thinking, consideration and selection (Keller, 2003).

3. Conceptual Framework and Hypothesis

3.1. Conceptual Framework of the Study

The whole concept behind the research is to identify the brand awareness of the local brands which are solely related to the Pizza outlets, how people differentiate the local brands and international brands when they hear or think pizza. With this research, researcher is trying to find out whether is it feasible to use online applications to develop brand awareness or not, does it have a positive relationship between food delivery app and the creation of brand awareness of local brands or not.

In the last few years, market of Pakistan has emerged and developed so quickly due to the usage of frequent internet, new apps were developed to cater the demand for foodies. People who are fond of eating fast food are the main target for the app developers, the rise of usage in internet has also gave rise of usage in food delivery apps to fulfill the demands. It is being observed by the many researchers that fast food industry is growing like a fire in the jungle since the launch of 3g and 4g services in Pakistan. Researcher has observed only pizza brand which are located in Karachi because of boom period of the industry across the city, Karachi is the largest city of Pakistan that's why it was chosen to develop and run a research program to find out the impacts of effective usage of food delivery applications to create brand awareness. Many other competitors came to compete in the market and offered their plat forms to register restaurants and outlets to promote their latest ideas and promotions on the online pat form; it can be accessed through mobile and via computers also.

3.2. Hypothesis Generation

H1: Usage of food delivery applications has a positive effect on brand awareness of local pizza brands in Karachi, Pakistan.

The study claims that frequent usage of online food delivery applications has influenced the customers and they are being aware through this medium about different local pizza brands do exist in Karachi which has led to an increase in brand awareness of those local brands. Those who are influenced, experiences more brand awareness regarding local pizza brands, they are more tend to recognize and recall their favorite pizza brands and this happens when they use food delivery applications on their mobiles to order pizza.

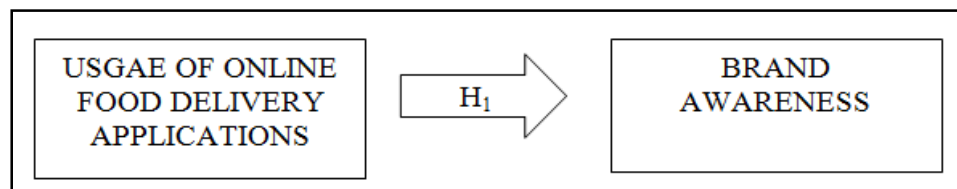


Figure 1

3.3. Research Aims and Objectives

- How Pizza Outlets in Karachi are being affected by the online food delivery applications for creating brand awareness?
- How do online food delivery applications help in approaching the targeted audiences?
- Which Online food delivery application is most effective to promote Pizza outlets in Karachi?
- To analyze the effect of online food delivery applications on brand awareness of local Pizza brands in Karachi.
- To point out the effect of online food delivery applications towards approaching targeted audiences.
- To explore is it worth utilizing online food delivery applications practice by the local Pizza brands in Karachi.

Number of studies and researches had been made and covered the portion of online food delivery applications and its influences on the particular goods, services, brand image or an organization as a whole. However, these researches and studies have engrossed on the effectiveness of the online food delivery applications. In Pakistan, fast food industry is growing rapidly and almost all the new entrants in the market including the Pizza brands focuses and depends on the online food delivery applications. It is very important to analyze that these online food delivery applications has got an influence on the decision-making capability of the consumer and how does it lead to brand recognition. Therefore, this whole study will focus on the Online food delivery applications which are being used and utilized by the Pizza outlets and also consider the most effective below the line practice. The study is related to the present environment in the market, as many organizations are prone to use Online food delivery applications because it has paved its way of being useful and cost effective to target the audiences. Furthermore, this study will analyze the efficiency of the online food delivery applications in the reference of fast food industry and recognize the utmost efficient practice in this scenario. The outcomes of the research will also enlighten the purpose and will help Small Medium Enterprises as well as Multi-National Companies to realize the role of Online food delivery applications

in enhancing their businesses. It will also aid to support these organizations to consider the most utilizable below the line marketing practice technique towards retaining or gaining the customers. This research finds out disputes related to online food delivery applications that will be further investigated. It will play its valuable role to examine the building of brand perception. Assuming that the sample will be a true representative of the population, the behavior of the respondents will remain constant in the whole survey conduction period. After that, the third assumption is, it will be enough to measure the respondent's answers that promotional communications are affecting the consumer's perception regarding the brand. The study will include managerial implications as well for the research work.

4. Research Methodology and Findings

4.1. Research Method

The conducted research is based on an expressive nature and on post positive methodology where quantifiable data will be gathered through survey questionnaire. Analysis of the gathered information will be analyzed via mono method approach. Further, the cross-section technique implies on data and the convenience sampling method will be used for sampling.

The research will be based and initiated by examining the theories and researches on online food delivery application and brand awareness relating with the thorough study of literature.

Discussion on the present theories and literature mainly on Online food delivery applications and brand awareness through the secondary literature.

Below are the given points to illuminate the effect of online food delivery applications on brand awareness:

- A questionnaire established on close ended questions on the five-point Likert scales.
- Collecting data from the target people by gathering data from them digitally or by visiting them face to face.
- Using SPSS software to compute analysis of data.
- Explanation, understanding and discussion of the computed outcomes.

4.2. Sampling Method and Size

Population belongs to the city of Karachi in this research who are the respondents. The age bracket in which they consist is 18-46+ years. People who are fond of fast food and specifically fast food consumer. Reason behind choosing this target area is that youngsters are better aware of the fast food industry and the fast food outlets in Karachi. Study researcher will be able to gather data much effectively in this regard and analyze the effect of online food delivery application via their responses and come to the point that, is online food delivery application feasible practice or not. The main purpose of this study is to determine the effects of below the line communications on brand awareness, its outcome for the fast food industry specifically Pizza industry in Karachi and how does it reflect the impact on the targeted consumer. As it is not possible to take into consideration the whole population of the Karachi city, came to a decision to adopt a non-probability sampling technique, which is convenience sampling to gather data from the targeted people from the different backgrounds of life from the different areas of Karachi. Preferably the target audience to collect data would be from different colleges and universities i.e. Adamjee College, Szabist University, Iqra University, Karachi University, Bahria University and Institute of Business management. Objective behind collecting data through convenience technique is that it facilitates the researcher to gather data much conveniently from the target respondents. The desired data will be collected from the primary and secondary sources. Secondary will be collected through a comprehensive review of the literature carried out domestically and internationally in the contexts of different types of organizations. In addition, Questionnaire will be used as an instrument to collect data which will be the primary data for the researcher.

With the margin of error, we can accept 5%, the needed confidence level is 90%, the total population size would be 10000000 and the total response percentage is 70%. The recommended sample size is 228 respondents.

4.3. Data Collection

The selected measurement instrument Likert scale questionnaire is being used to collect the primary data, total of 270 respondents took part in it, the target city was Karachi, Pakistan, whereas secondary data will be gathered through literature reviews and research studies found locally and conducted around the globe in reference to get the knowledge regarding points of interests.

"Descriptive statistics" will present the data by which a frequent observation can be analyzed among all the responses collected from the respondents, Value of mode will be carried out from the measures of central tendency and table form will be presented.

In the prospectus of Inferential statistics, researcher will conduct analysis to identify either is there a positive relationship in between Independent Variable and Dependent Variable or not. Only Pearson's correlation test will be conducted to identify the desired results, if there is a positive effect of the independent variable on brand awareness we will accept the hypothesis which was given by the researcher.

4.4. Data Analysis

This section pertains to analyzing and showing the data obtained through questionnaires and interprets them with statistical analysis. Also featuring in this section are Pearson's correlation, frequency distribution, descriptive statistics, reliability test and hypothesis test. Demographics questions along with questions which are related to the independent and dependent variables are being asked from the respondents. After analyzing, hypothesis will be accepted or rejected at the end. Furthermore, it will discuss about the limitations, assumptions and future conducts at the end.

4.4.1 Demographic Characteristics

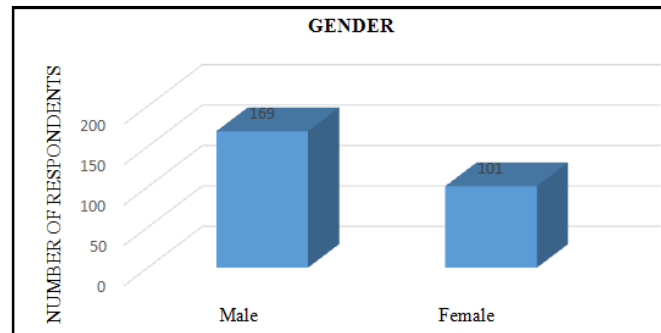


Figure 2: Gender

This research questionnaire was conducted among 270 respondents. This question is about gender. As we can see from the above mentioned table there were 169 male respondents, which occupies 62.6 percent out of 270 respondents. Whereas, females respondents were 101. The total of 37.4 percent out of 270 respondents.

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	169	62.6	62.6	62.6
Female	101	37.4	37.4	100.0
Total	270	100.0	100.0	

Table 1: Gender

4.4.2. Reliability Statistics

The use of this test proves the data obtained in the pilot studies by the researchers. If the Cronbach's alpha (α) is greater or equal to 0.6. It shows that the reviewed survey is consistent enough for further assessment.

Cronbach's Alpha

Cronbach's Alpha	N of Items
0.801	22

Table 2: Reliability Test

The gathered data is collected from a survey questionnaire of 22, for the determination of pilot study which shows our Cronbach's Alpha is 0.801 hence the data is reliable enough for further analysis.

4.4.3. Hypothesis Test

This test measures relationship between independent and dependent variable, it ranges lies between 0 to +1 or 0 to -1. If it lies in the positive range, it directs the variable is positively correlated and has got stronger relationship it states while if it lies in the range between 0 to -1 it is inversely correlated with each other.

Correlation test between independent variable and dependent variables is listed below.

		Food Delivery Applications (FDA)	Brand Awareness (BA)
FDA	Pearson Correlation	1	.836
	Sig. (2-tailed)		.000
	N	270	270
BA	Pearson Correlation	.836	1
	Sig. (2-tailed)	.000	
	N	270	270

Table 3: Correlations

Researcher collected the data via 270 respondents, after collecting the data, it was processed in the SPSS for further analysis, after applying correlation test it showed that the significant value which is less than 0.05 advocates the positive relationship between the two selected variables and there is a positive effect of online food delivery applications on the Brand awareness of local pizza brands. The value 0.836 gives an evidence of 83.6 % of total influence by the online food delivery application over brand awareness. The significance value which is less than or equivalent to 0.05 gives an idea that there is a possible positive relation among variables, it can be specified that food delivery application had 83.6 % effect on Brand Awareness.

H	Hypothesis	Result
H1	Usage of food delivery applications has a positive effect on brand awareness of local pizza brands in Karachi, Pakistan.	Accepted

Table 4

5. Conclusion, Limitations & Recommendations

A brand is an essential and core part of an organization's offered product and services. Uniqueness of a brand defines the pathway of an organization towards success. Whereas if a brand is not known to the general public, considered as nothing among masses, it does not carry any identity. Therefore, it is essentially important to communicate their brand's message to generate awareness. A Brand cannot be judged by its presence in the market preliminary, but to target market masses to generate awareness that how much it is favorably giving benefits to the public. This aim is usually achieved through adverse marketing promotional practices. Let's come to pizza brands in Karachi, there's an increase of businesses prevalence in every major street in Karachi, respectively in the pizza brands, locally established chains. Interestingly, all the new entrants in the domestic pizza brand market uses Below-the-line communications to enhance their promotional activities and to generate most out of it in terms of brand awareness. Limited budget for promotional activities is also a constraint. But these pizza brands organizations believe that online food delivery applications are effective and an efficient way of promoting their respective brand names. That's why it is being observed Pizza brands are more prone towards the online food delivery application. The aim of every organization is to place their brand name at the top of their targeted audience. My research is all about explaining Online food delivery applications used by the organization, whether they are feasible to use as an effective tool or not, are they getting their desired output or not. Is it utilized as per the assumption of the organizations to create brand awareness or not.

Research is conducted to find out the relationship between online food delivery applications utilized by the local Pizza brands to create brand awareness. We came to a point of conclusion that these online food delivery applications are actually helping organization to develop brand awareness. This particular study has selected four purposely used online food delivery applications which are commonly used and utilized by the local pizza brand companies in Karachi. Researcher in this study performed a survey with a sample population of 270 people who are fond of consuming pizza occasionally or regularly. The gathered data was totally entered into the software named SPSS software. On the other hand, further examination and study helped the researcher to identify the outcomes and comprehensively explain the vision of the study. To get the clear prospectus of the study used SPSS to perform investigative analysis on it. Study has shown a positive attitude towards the online food delivery application to create brand awareness among customers. Test was affirmed for the questionnaire by the reliability test of Cronbach's Alpha used by the researcher. Questionnaire must be credible enough to continue the further analysis of the study. Value was considered by the researcher for the further analysis which was greater than 0.60. In the test, Cronbach's Alpha test showed equaling value of 0.801, which is more than 0.6, hence it was considered as reliable and data was further eligible for the advance examinations.

Apart from that, frequency of demographics shows the participants of this research who took part in it. The research has showed the final result of male which consist of (62.6%) of the research survey whereas the female number of respondents consists of 37.4 % of the total targeted sample size of the population. Likewise, out of all, mostly the respondents

were single which consists (71.9%) whereas 28.1% were married. Mostly respondents were the part of 18-25 age group consists of (68.5%) as we focused mostly universities so the respondents were mostly students. Likewise, there were some who belonged to the age group of 26-35 (28.5%) and a very tiny number of people were of 46+ which is (3%). Mostly the respondents were students (49.3%) along with the employment ratio of 30% and self-employed made up of 13.7%, respondents from the Szabist University took part in the research i.e. 38.5%. People from IU (Iqra University) consist of (20%) they are on second number, IOBM (Institute of Business management) they consist of (13.7%) on third number, Bahria University total of (6.7%) which is on fourth and rest of the universities also took part and the total percentage is of 21.1%.

Furthermore, the research conductors came up with if there is a relation between the selected dependent and independent variables. They come to a conclusion of positively correlation exists between online food delivery applications and brand awareness. Conclusion came up with the result of Correlation which is 0.836. It has been taken as an element of quality of the future prediction for dependent variable which is Brand awareness. The 0.836 value concludes the good prediction. it is observable that the value which signifies is less than 0.05 finalizing the point which is about the effect of independent variable over the dependent variable. Hence, we conclude that there is an impact of independent variable over dependent variable. i.e. Online food delivery carries 83.6% of impact over Brand awareness.

After going through the whole process of regression analysis for the survey, it can be determined that Online food delivery application consists of highest level of influence for creating Brand Awareness for Pizza Outlets in Pakistan. This shows that to create brand awareness it is the most efficient Online food delivery application tool to apply and could be utilized by the Pizza Outlets owner who would like to promote their products and feasible to create brand awareness. People are destined to see cost vs benefit, they prefer more value in less price and the outcomes from the conducted research has proven that.

A collective role by the online dealers has been played to organize and channelize the customers towards brand awareness of the pizza Outlets in Karachi. Although, there's a minor role for creating the brand awareness by the old-fashioned way of promotional activities.

Thus, it can be finalized that after conducting this research, Effects of Online food delivery applications on Brand Awareness of local Pizza brands and outlets in Karachi is measured and effectively influenced by the Online food delivery applications, it is the main source of generating brand awareness which is utilized by the Pizza Brand owners. It was conducted to determine the correlation among the online food delivery applications and Brand awareness. After the careful analysis of data which was collected through the targeted audience, a vibrant relation can be seen between Brand awareness and online food delivery applications.

The conducted research was focused on one independent variable, which is sales promotion, online food delivery applications. Similarly, apart from this variable, there are more below the line communication strategies which can be studied and researched. Such as, individual research can be conducted for direct post mail marketing technique, Going to home, door to door, Outdoor events marketing, telemarketing and so on. It is observable and can be further studied whether those below the line activities have got any effect on Brand awareness or not, or can it be useful to create brand awareness for the targeted customers. Likewise, this research was all about and specifically for the different Pizza outlets and brands in Karachi. A future research is awaited and can observe furthermore products and food items and try to observe the effects of Online food delivery application on them, several other independent and dependent variables can also be gathered to study more. Future market studies can also be the part of the next research; different industries are also blooming in Karachi which can become the concern for study. Separately from this study, Karachi was the main focused city, whereas other cities and areas can be explored as well to get the outcomes according to the aim of the study. By selecting different sample size and going to different regions, it can evaluate and provide incomparable amount of knowledge.

Coming to the end of the recommendations part, this conducted research was comprehensively relying on the youngsters of Karachi, mainly universities were involved, in the near future the same study can be conducted among the other demographics and income groups. Further studies can also be the main concern for the middle-aged people who are more tend towards home-based food, a qualitative study can also be launched for the further understanding of our research.

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