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Determinants of Brand Association in FMCG Industry- A Case of Soft Drink Industry in Pakistan

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Abstract:
Brand association is an essential term in order to develop the relationship of customers towards any brand. It is necessary for any brand to find out the association of their consumers towards their brand and what are the main essentials on the basis of which consumer can feel himself associate with any brand. The purpose for conducting this research is to find out the reasons or what are the determinants on the basis of which consumer feel themselves associated with any soft drink brand particularly in Pakistan or what are the reasons of prioritizing a particular brand. Brand loyalty, brand perception and a word of mouth communication of any soft drink are used to find out the relationship with brand association. This paper put forward the result that all determinants (quality, uniqueness, favorability and availability) have a strong relationship with brand association and are necessary to build loyalty, positive perception and a positive word of mouth communication. In order to make customers of Pakistan associated with any brand a soft drink company should provide a great quality, some uniqueness, favorable options like pet bottles, free sampling or free glass etc. and ease of availability to their consumers or in order to attract new customers. Young generation of Pakistan are the main consumers of soft drink and majority of them consume their favorite drink by making no compromise because they feel themselves loyal with that soft drink brand and a main source of developing positive word of mouth communication. A soft drink company should keep these variables in mind before launching or before market any of their soft drink in order to satisfy their consumers or to attract more customers.

Keywords: Brand association, brand loyalty, brand perception, word of mouth communication

1. Literature Review

Consumers while making purchase of packaged milk are not highly involved in the brand and are more concerned with the products usage, so the dimensions of brand awareness on consumer brand loyalty or the approaches of brand equity like brand awareness, loyalty, perception or association doesn't matter more. While only brand Haleeb, proves an exception from this rule may result from longevity of its advertising. (Subhani & Osman, 2011)

All four dimensions of brand equity in the Chinese sportswear market are not affective whereas, Brand association and brand loyalty both are brand equity's influential dimensions. More performance measurement, can take into account if we examine brand equity except Beijing and Shanghai.(Tong & Hawley, 2009)

Brand image, brand attitude and brand quality three dimensions that consist brand association is different across all brands and can be measured through different items and can also influenced by brand familiarity. So difficulty is to find a single brand on which all factors influence equally on a single brand can be purchased by finding out all three in one. (Low & Lamp, 2000)

Australia in two product or six brand category found brand association and brand awareness as a two distinct brand equity dimension. Improvement of consumer based brand equity which suffers limitations and a lack of distinctions between brand awareness and brand association. (Quester & Cooksey , 2005)

Brand image and brand loyalty for measuring brand equity in Bangladesh Islamic bank brand image and brand loyalty puts a positive co relation and considered to be as a most influencing factor of brand loyalty. This reflect the majority of Muslims in Bangladesh and their positive attitude towards Islamic banking.(Azad & Masum, 2015)

Actual customers who experience brand in terms of sensation feeling share their brand experience as a building block of trust satisfaction and loyalty. So brand quality and promise really plays an important role in building customers trust and loyalty.(Sahin, Zehir, & Kitapci, 2011)

Perception development, employee commitment, engagement, identification and service quality is considered as an employee perception when you talk about hotel industry. The image, awareness and quality of brand all are important factors but the most significant measure considered is a quality of brand where as other factors are also included in building perception. (Tsang, Lee, & Frances, 2011)

Among university students of Turkey customer based brand equity can be considered as a main factor in beverage industry. So brand loyalty is found to be the most important factor of brand equity whereas perceived quality and awareness are not considered to be as more important factor. But more dimensions can be adding if other regions will consider.(Atilgan, Aksoy, & Akinci, 2005)

Brand equity sometimes matter from country of origin because of the brand distinctiveness awareness, association and loyalty, in household products like air conditioner, television refrigerator. This was said by consumers of Malaysia while sharing views on brand loyalty, awareness, perceived quality and association.(Yasin, Noor, & Mohammad, 2007)

Service quality is considered to be the significant factor of consumer based brand equity and other factors like brand awareness, loyalty, and image were endorsed partially when we talk about Pakistan hotel industry. Only five star hotels quality is an influential factor from the employees point of view. Managers perception may be changed about brand equity. (Ishaq, Hussain, Asim, & Cheema, 2014)

Retailer equity is based on factors of retail awareness, association, loyalty and quality. Whereas only retailer awareness is found to be the most important factor in Indian market. But sometimes loyalty is considered to be the most important factor and association or quality do matter in development of retailer equity. (Bhukya, 2015)

The destination effect consumer perception about brand when we talk about in Croatia, sea side destination. But many of these types of project didn't bring the positive result the reason might they forgot the tourist destination so the result is not positive. Or It may be positive if the they manage the brand properly. (Meza & Seric, 2014)

Brand appearance exposure towards youth to food, restaurant and beverage advertisement. Is the crucial element for any brand. Companies invest large amount for this purpose. Few young people were saw these beverage and food advertisement as compare to children whereas only coco cola add was famous among adult and less common in young. Because coco cola is very rare during prime time. (Speers, Harris, & Schwartz, 2011)

Aker model is the most famous model for testing brand equity. Store brand equity is a crucial element with respect to the image of store and yes also leave effect on the equity or can also influence with commercials and other strategic dimensions.(Beristain & Zorrilla, 2011)

Brand equity also effect in sports industry or among team sport. So the brand equity factors like awareness, brand association, brand quality and brand perception is a main factor for economic success and equity for any brand.(Bauer, Sauer, & Schmitt, 2005)

Brand equity are the most in important intangibles factor of any brand. Brand equity is comprised of many factors like brand association, awareness, slogan, image, attitude, personality etc. brand familiarity is also necessary for the development of brand equity and increases the chances of future earnings. (Neal & Strauss, 2008)

Once the brand equity developed in the mind of consumer the brand has no extra efforts to promote itself. Consumer choose different brands or a particular brand based on their perceptions associated with the product. Once promise of a brand is full filled customers will relay and trust on brand and will nor more likely to switch on another. (Srinivasan, Park, & Chang, 2005)

Customer satisfaction is the most critical factor in terms for developing brand equity. Especially in service industry customer based brand equity is considered to be the most critical factor, which evaluate as service quality, awareness, association and loyalty. Loyalty can be a most crucial factor in terms of hotel industry as it develops through staff positive attitude towards customers. (Nam, Ekinci, & Whyatt, 2011)

Brand association is considered to be as a first element for building or creating customer based brand equity and you receive an outcome in terms of brand loyalty. Different categories requirement or repeatedly buying of product helps in developing brand association of customers. (Romaniuk & Thiel, 2013)

Brand equity is one of the most valuable factor in clothing industry. Brand equity is developed on many factors like sponsorship, celebrity endorsement, store image, advertising or many other non-price promotional activities of different brand.(Tong & Hawley, 2009)

It is difficult to maintain a sustainable brand equity. So for this purpose a brand should create a balance between internal and external behavior means among its employees and in customers because they both are the key source or key element for the success and failure of brand. (Burmann, Jost, & Riley, 2009)

Cultural vary from country to country and will effect brand equity or the purchase decision is a most important element for any company before developing any strategies or launching in new market. Among all factors of brand equity purchase intension and brand loyalty is a similar element for any market in developing brand equity.(Jung & Sung, 2008)

Personality of a brand is also an important element for developing the trust of people, loyalty and effects on a brand. It is an important point to consider for any marketer before developing any strategy for brand. Different factors impact on different types of people while only loyalty at the end is considered to be overall factor among all.(Sung, Kim, & Jung, 2009)

Word of mouth communication is one of the most valuable source in building customer based brand equity. Online channels have created a great platform to share opinion of people regarding any brand and you can check the views by people by just one click. So one bad experience of people can lead to the negative word of mouth communication and will definitely affect the equity of brand. (Bambauer & Manglod, 2011)

Purchase decision of a brand has been going through by many influential factors. A marketer needs to put a lots of effort so a customer can purchase its product. Word of mouth communication is also one of the influential factor for customer to purchase product and building a brand image. If a customer is satisfied positive image and word of mouth communication has generated.(Jalilvand & Samiel, 2012)

Brand personality influence people a lot when they purchase a particular product. This may happen because of people association with the brand and association can be generated by uniqueness, strong influence and congruent of a particular brand.(Freling & Forbes, 2005)
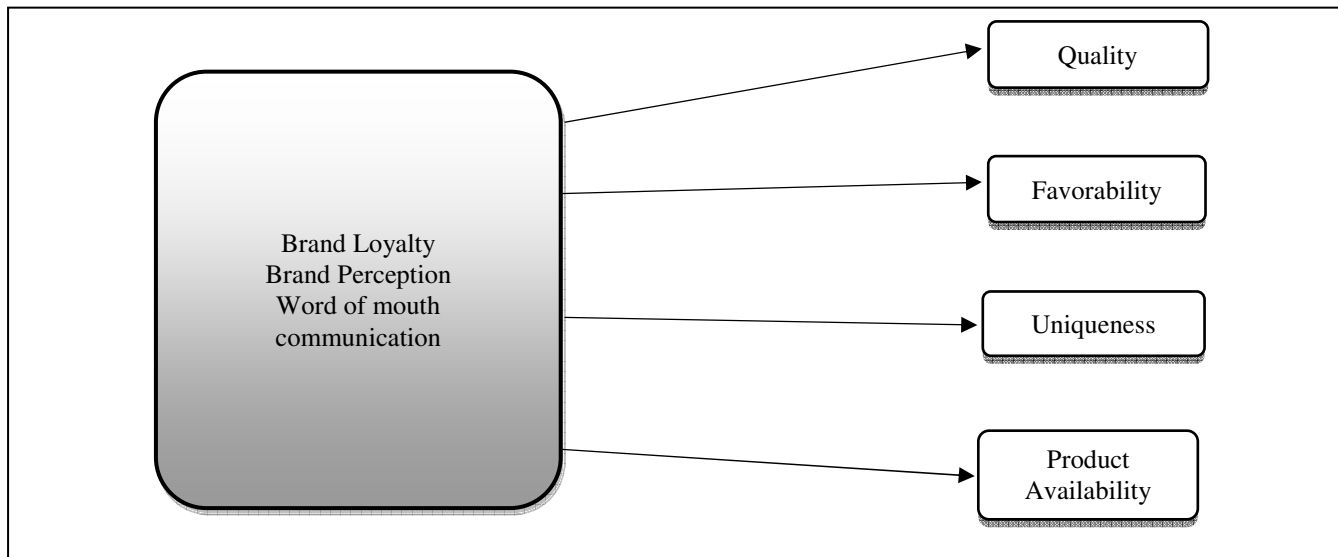
1.1. Theoretical Framework

Figure 1

2. Hypothesis

2.1. Brand Loyalty Relationship with Determinants of Brand Association:
1. H1 = Quality is an important factor for building brand loyalty?
   Ho = Quality is not an important factor for building brand loyalty?
2. H1 =Unique or different taste of drink can help in building brand loyalty?
   Ho =Unique or different taste of drink can't help in building brand loyalty
3. H1 = By adding some favorable elements (like pet bottles, free glass, or personalize your bottle etc.) can increase brand loyalty?
   Ho = By adding some favorable elements (like pet bottles, free glass, or personalize your bottleetc.) can't increase brand loyalty?
4. H1 = Ease of availability can help in building brand loyalty?
   Ho = Ease of availability can't help in building brand loyalty?

2.2. Brand Perception Relationship with Determinants of Brand Association:
1. H1 = Perception of a brand is affected by its quality?
   Ho = Perception of a brand is not affected by its quality?
2. H1 = Uniqueness of a drink can help in creating positive perception in consumer mind?
   Ho = Uniqueness of a drink can't help in creating positive perception in consumer mind?
3. H1= Different favorable activities can help in consumer's positive perception towards brand?
   Ho = Different favorable activities can't help in consumer's positive perception towards brand?
4. H1 = Is availability of a product is an important element of brand positive or negative perception?
   Ho = Is availability of a product is not an important element of brand positive or negative perception?

2.3. Word of Mouth Communication Relationship with Determinants of brand Association:
1. H1 = Is quality is an important factor of positive word of mouth communication?
   Ho = Is quality is not an important factor of positive word of mouth communication?
2. H1 = Uniqueness in taste is a source of positive word of mouth communication?
   Ho = Uniqueness in taste is not a source of positive word of mouth communication?
3. H1 = Favorable activities of a product can help in positive or negative word of mouth communication?
   Ho = Favorable activities of a product can't help in positive or negative word of mouth communication?
4. H1 = Word of mouth is affected by product availability?
   Ho = Word of mouth is not affected by product availability?

3. Introduction

3.1. Background
Brand association is a major part of branding which is mainly related to the brand equity. Researches were conducted by many qualified researchers in order to evaluate the consumer brand association among different FMCG products including packaged milk products, consumer packaged goods or beverages. Different determinants of brand association were used for this purpose and to check the consumer equity towards these different brands. Consumer equity can be evaluated through different factors like loyalty, perception and quality etc.

Customer loyalty which is one of the determinant of brand association is use to show the relationship towards different brand, like on which basis consumer feel loyal themselves towards product. Some factors like uniqueness, favorability or quality of a product will define the loyalty of customers towards brand or not.

Perception of customers about any product is an important factor for any brand. A consumer associate positive or negative perception of a brand, is really an important determinant for any brand. Different soft drinks or packaged products are considered to be success full in creating a good perception in minds of their consumers or to attract new customers.

 Last but not the least, a most important determinant of brand association is word of mouth communication among different FMCG brands. This word of mouth communication is rapidly increases in such a technological environment, so it is the most crucial factor for any brand to manage. And will impact on the quality of product or not, and if uniqueness, favorability and availability of a product is good, then a positive word of mouth may enhance their brand image.

3.2. Problem Statement
In this world where competition is so high, it is very difficult for any brand especially when it comes to FMCG industry to make their brand as a successful brand. because customers have a variety of options, so there should be some competitive advantage in a brand on the basis of consumer will choose their brand.

There are many kinds of soft drinks which people consume every day especially when it comes to Coco cola and Pepsi, when one is not available people can switch easily to another. So how many consumers are there who are loyal with their brand are difficult to identify.

People's choice differs according to their geographic area or location. for example, in Pakistan people usually prefer a drink which is not very strong whereas when we talk about European countries they use to take a drink which has a strong taste.

It is very important for any brand to be successful especially FMCG products like soft drinks in order to satisfy their business needs, for this purpose they have to find out some competitive factors which can help them to satisfy their customers' needs or do some value addition in their product. Difference in taste from other brand or advancement in quality can lead them to success.

3.3. Significance of Study
Different FMCG brands especially soft drinks brand need to know that whether their consumers are satisfying with their brand or not. And what are the factors which can influence consumers to purchase their brand when different options are available or the reasons of their loyalty towards brand. Brand association factors are used for conducting this research like loyalty, perception and word of mouth communication, and a company or brand should know which is the most important or more influencing factor among consumers to make them loyal with any brand.

3.4. Limitation
This research is conducted in major cities of Pakistan like Karachi, Islamabad and Lahore. So for future consideration it can be conducted in other cities of Pakistan or in other countries. Only few determinants of brand association are taken in conducting research, and more variables can also be used to check the determinants of any particular brand. Subject of the study is only soft drinks brandlike Coco Cola and Pepsi.

3.5. Scope of the Study
Conducting this research is a main purpose to identify the brand association determinants among all carbonated drinks including Coca Cola and Pepsi in Pakistan only. Whereas this research can be helpful for the FMCG industry mainly the beverages or soft drink industry. different brands will get to know that among all brand association determinants which is the most important that make customers to re purchasing of your brand of make them loyal with your brand.

4. Methodology
To identify the determinants of brand association in soft drinks or carbonated drinks like Coca Cola and Pepsi is the aim of this research. The relationship among different brand association variables like loyalty, perception and word of mouth communication is tested.

In order to find the brand association primary data was collected through questionnaire from the users of soft drinks in different cities of Pakistan especially students of different universities in the main cities of Pakistan e.g. Karachi, Islamabad, Lahore, Multan and Abbotabad. Mostly questionnaire was filled by youngsters who loves to consume soft drinks. The questionnaire was comprised of different types of questions related to brand association determinants and its influence on different variables like quality, uniqueness,

favorability and availability of a product. Total sample population is off 100 respondents who fill out the questionnaire by sharing their experiences.

The data was analyzed through the SPSS software where different tests was run. Regression, correlation and graphs techniques were used to analyze the result of this research paper. Furthermore, research related to the determinants of brand association can be conducted with the help of this data. All data collection is based on the qualitative research approach.

It's quite difficult for a person to collect data from the whole country by sitting in one city. As this research is based on the analysis of Pakistan soft drink or carbonated drink industry so he data was collected through online channels like email, social media etc. friends who live in other cities of Pakistan helped in data collection by spreading the questionnaire in their surroundings or universities.

In order to make the research more effective data collection took place from all over Pakistan. Some basic experimental procedures where used like co relation. frequency test, regressions and graphs because the data is qualitative and unable to produce the result like chi square etc. the data was entered simply on SPSS, a user friendly software and then gave input of all the filled questionnaires to find out the output of data.

Data was collected from the general public of mostly 18 to 25 age group because they are youngsters mostly university students and loves to consume soft drinks. The questionnaire was designed simply so that people can make understand easily. Questions were related to the brand loyalty, brand perception and word of mouth communication which is familiar for the sample population.

5. Analysis and Results

5.1. Word of Mouth Communication

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Availability brand, uniqueness favorability quality	.	Enter
a. All requested variables entered.			
b. Dependent Variable: word of mouth			

Table 1

The above table tells us about the independent variables and the regression method used. Here we see that the independent variables i.e. brand availability, uniqueness, favorability and quality are entered for the analysis as we selected the Enter method.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863[a]	.745	.735	.18563
a. Predictors: (Constant), availability of brand, uniqueness, favorability, quality.				

Table 2

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.745 that means the independent variable in the model can predict 74.5% of the variance in dependent variable.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.586	4	2.397	69.547	.000[a]
	Residual	3.274	95	.034		
	Total	12.860	99			
a. Predictors: (Constant), availability of brand, uniqueness, favorability, quality						
b. Dependent Variable: word of mouth						

Table 3

The above table gives the test results for the analysis of one-way ANOVA. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 69.547 and the p-value is given by 0.000 which is less than 0.05, so we reject all our null hypothesis and conclude that the quality is an important factor of positive word of mouth communication. Uniqueness in taste is a source of positive word of mouth communication. Whereas favorable activities can help in positive word of mouth communication and word of mouth is affected by the availability of product.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.084	.134		-.628	.532
Uniqueness	.169	.058	.190	2.889	.005
Quality	.258	.083	.212	3.103	.003
Favorability	.343	.062	.374	5.495	.000
Availability	.271	.041	.377	6.680	.000
a. Dependent Variable: word-of-mouth					

Table 4

The above table gives the regression coefficient and their significance. To test our hypothesis, the p-value for regression coefficient of uniqueness by 0.005, which is less than 0.05, so we can reject our null hypothesis and conclude that the uniqueness in taste is a source of positive word of mouth communication. Coefficient of quality by 0.003, which is less than 0.05, so we are rejecting our null hypothesis and conclude that the quality is an important factor for positive word of mouth communication. Now for the regression coefficient of favorability which is 0.000, less than 0.05, so we are rejecting the null hypothesis and conclude that the favorable activities can help in positive word of mouth communication. Last the availability coefficient is 0.000 which is also less than 0.05 so we are rejecting the null hypothesis and conclude that the product availability affect word of mouth communication.

5.2. Brand Perception

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Availability of brand, uniqueness, favorability, quality	.	Enter
a. All requested variables entered.			
b. Dependent Variable: brand perception			

Table 5

The above table tells us about the independent variables and the regression method used. Here we see that the independent variables i.e. brand availability, uniqueness, favorability and quality are entered for the analysis as we selected the Enter method.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766[a]	.587	.570	.18618
a. Predictors: (Constant), availability of brand, uniqueness, favorability, quality				

Table 6

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.587 that means the independent variable in the model can predict 58.7% of the variance in dependent variable.

ANOVA[b]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.679	4	1.170	33.747	.000[a]
Residual	3.293	95	.035		
Total	7.972	99			
a. Predictors: (Constant), availability of brand, uniqueness, favorability, quality.					
b. Dependent Variable: brand perception					

Table 7

The above table gives the test results for the analysis of one-way ANOVA. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 33.747 and the p-value is given by 0.000 which is less than 0.05, so we reject all our null hypothesis and is conclude that the perception of a brand is affected by quality. Uniqueness in drink can help in creating positive perception. Different favorable activities can help in consumer's positive perception towards brand. And availability of a product is an important element of a brand positive or negative perception.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.312	.135		2.314	.023
Uniqueness	.346	.059	.493	5.895	.000
Quality	.025	.084	.026	.295	.769
Favorability	.096	.063	.133	1.539	.127
Availability	.209	.041	.370	5.147	.000
a. Dependent Variable: brand perception					

Table 8

The above table gives the regression coefficient and their significance. To test our hypothesis, the p-value for regression coefficient of uniqueness by 0.000, which is less than 0.05, so we can reject our null hypothesis and conclude that the uniqueness of a drink can help in creating positive perception in consumer's mind. Coefficient of quality by 0.769, which is not less than 0.05, so we are fail in rejecting our null hypothesis and conclude that the quality change cannot affect the brand perception. Now for the regression coefficient of favorability which is 0.127, less than 0.05, so we are rejecting the null hypothesis and conclude that the favorable activities can help in consumer positive perception towards brand. Last the availability coefficient is 0.000 which is also less than 0.05 so we are rejecting the null hypothesis and conclude that the product availability is an important element of brand positive and negative perception.

5.3. Brand Loyalty

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Availability of brand, uniqueness Favorability Quality	.	Enter
a. All requested variables entered. b. Dependent Variable: brand loyalty			

Table 9

The above table tells us about the independent variables and the regression method used. Here we see that the independent variables i.e. brand availability, uniqueness, favorability and quality are entered for the analysis as we selected the Enter method.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897[a]	.804	.796	.18355
a. Predictors: (Constant), availability brand, uniqueness, favorability, quality				

Table 10

This table gives us the R square-value, which represents the correlation between the observed values and predicted values of the dependent variable. Here the value of R-Square is 0.804 that means the independent variable in the model can predict 80.4% of the variance in dependent variable

ANOVA[b]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.126	4	3.282	97.403	.000[a]
Residual	3.201	95	.034		
Total	16.327	99			
a. Predictors: (Constant), availability of brand, uniqueness, favorability, quality b. Dependent Variable: brand loyalty					

Table 11

The above table gives the test results for the analysis of one-way ANOVA. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 97.403 and the p-value is given by 0.000 which is less than 0.05, so we reject all our null hypothesis and is conclude that the quality is an important factor for building brand loyalty. Unique or different taste of drink can help in brand loyalty. Or by adding some favorable elements brand loyalty is increase. Ease of availability can help in brand loyalty.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.184	.133		-1.386	.169
Uniqueness	.209	.058	.208	3.615	.000
Quality	.451	.082	.329	5.480	.000
Favorability	.337	.062	.326	5.454	.000
Availability of brand	.266	.040	.329	6.639	.000
a. Dependent Variable: brand loyalty					

Table 12

The above table gives the regression coefficient and their significance. To test our hypothesis, the p-value for regression coefficient of uniqueness by 0.000, which is less than 0.05, so we can reject our null hypothesis and conclude that the unique or different taste of drink can help in building brand loyalty. Coefficient of quality by 0.000, which is less than 0.05, so we reject our null hypothesis and conclude that the quality is an important factor in building brand loyalty. Now for the regression coefficient of favorability which is 0.000, less than 0.05, so we can reject the null hypothesis and conclude that the favorable activities can increase brand loyalty. Last the availability coefficient is 0.000 which is also less than 0.05 so we are rejecting the null hypothesis and conclude that the product availability is an important element in building brand loyalty.

Correlation: (Word Of Mouth Communication)						
Correlations						
		Uniqueness	Quality	Favorability	availability	Word-of-mouth
Uniqueness variable	Pearson Correlation	1	.531[**]	.548[**]	.167	.570[**]
	Sig. (2-tailed)		.000	.000	.097	.000
	N	100	100	100	100	100
Quality variable	Pearson Correlation	.531[**]	1	.564[**]	.365[**]	.661[**]
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Favorability variable	Pearson Correlation	.548[**]	.564[**]	1	.319[**]	.718[**]
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
Availability of brand	Pearson Correlation	.167	.365[**]	.319[**]	1	.605[**]
	Sig. (2-tailed)	.097	.000	.001		.000
	N	100	100	100	100	100
Word-of-mouth	Pearson Correlation	.570[**]	.661[**]	.718[**]	.605[**]	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 13

In each cell of the correlation matrix, we get correlation coefficient, p-value for two-tailed test of significance and the sample size. From the output we can see that the correlation coefficient between uniqueness and quality is 0.531 and the p-value for two-tailed test of significance is less than 0.05. From these figures we can conclude that there is a moderate correlation between uniqueness and quality. Similarly, the correlation coefficient for uniqueness and favorability is 0.548. So there is a moderate positive correlation between these variables. The correlation coefficient for uniqueness and availability is 0.167. So there is a weak positive correlation between these variables. The correlation coefficient for uniqueness and word of mouth communication is 0.570. So there is a moderate positive correlation between these variables.

The correlation coefficient for quality and favorability is 0.564so there is a moderate correlation between these variables. The correlation coefficient for quality and availability is 0.365 so there is a weak correlation between variables. The correlation coefficient for quality and word of mouth communication is 0.661 so there is a strong positive correlation between variables.

Now the correlation coefficient for favorability and availability is 0.319 so there is a weak positive correlation between variables. And the coefficient correlation between favorability and word of mouth communication is 0.718 so there is a strong positive relation between variables.

Similarly, the availability of brand towards word of mouth communication have correlation coefficient is 0.605 so there is a moderate positive correlation between variables.

Correlation: (Brand Perception)						
Correlations						
		Uniqueness	Quality	favorability	Availability of brand	Brand perception
Uniqueness variable	Pearson Correlation	1	.531**	.548**	.167	.641**
	Sig. (2-tailed)		.000	.000	.097	.000
	N	100	100	100	100	100
Quality variable	Pearson Correlation	.531**	1	.564**	.365**	.497**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Favorability variable	Pearson Correlation	.548**	.564**	1	.319**	.536**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
Availability of brand	Pearson Correlation	.167	.365**	.319**	1	.504**
	Sig. (2-tailed)	.097	.000	.001		.000
	N	100	100	100	100	100
Brand perception	Pearson Correlation	.641**	.497**	.536**	.504**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 14

In each cell of the correlation matrix, we get coefficient, p-value for two-tailed test of significance and the sample size. From the output we can see that the correlation coefficient between uniqueness and brand perception is 0.641. So there is a moderate positive correlation between these variables. The correlation coefficient for quality and brand perception is 0.497 so there is a weak positive correlation between variables. Now the correlation coefficient between favorability and brand perception is 0.504 so there is a moderate positive relation between variables. Similarly, the availability of brand towards brand perception have correlation coefficient is 0.605 so there is a moderate positive correlation between variables.

Correlation: (Brand Loyalty)						
Correlations						
		Uniqueness	Quality	Favorability	Availability of brand	Brand loyalty
Uniqueness variable	Pearson Correlation	1	.531**	.548**	.167	.616**
	Sig. (2-tailed)		.000	.000	.097	.000
	N	100	100	100	100	100
Quality variable	Pearson Correlation	.531**	1	.564**	.365**	.743**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Favorability variable	Pearson Correlation	.548**	.564**	1	.319**	.730**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	100	100	100	100	100
Availability of brand	Pearson Correlation	.167	.365**	.319**	1	.588**
	Sig. (2-tailed)	.097	.000	.001		.000
	N	100	100	100	100	100
Brand loyalty	Pearson Correlation	.616**	.743**	.730**	.588**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed)						

Table 15

In each cell of the correlation matrix, we get coefficient, p-value for two-tailed test of significance and the sample size. From the output we can see that the correlation coefficient between uniqueness and brand loyalty is 0.616. So there is a moderate positive correlation between these variables. The correlation coefficient for quality and brand loyalty is 0.743 so there is a strong positive

correlation between variables. Now the correlation coefficient between favorability and brand loyalty is 0.730 so there is a strong positive relation between variables. Similarly, the availability of brand towards brand loyalty have correlation coefficient is 0.588 so there is a moderate positive correlation between variables.

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
Descriptive Statistics							
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Brand loyalty	100	1.50	3.63	2.3713	.40610	-.149	.241
Brand perception	100	1.00	2.50	1.6762	.28376	.112	.241
Word of mouth	100	1.13	3.13	2.0450	.36042	.238	.241
Valid N (list wise)	100						

Table 16

Descriptive statistics of brand loyalty shows the mean statistics of 2.3713 which conclude that the most of sample population are agree or neutral that quality, uniqueness of brand, favorable options or availability of product help in increasing brand loyalty.
Similarly, the brand perception statistics shows the mean of 1.6762 which conclude that the most of the population are strongly agree with the quality, availability, uniqueness and favorable activities can influence in creating perception of a brand.
Now for the word of mouth communication statistics, the mean is 2.0450 which also shows the that the most of sample population are agree with the concept that word of mouth can be affected by the quality, uniqueness of brand, availability of product and favorable activities of a brand.

6. Conclusion
The association of all the consumers in Pakistan towards soft drinks are researched through different independent variables like quality, uniqueness, favorability and availability of a brand. In order to find out the reasons on which the loyalty, perception and word of mouth communication of any brand, different consumer survey was conducted in different cities or areas of Pakistan. It was found that mostly consumers of soft drink are lying in between the age of 18-25 that shows soft drinks are preferred by youngsters of Pakistan.
Association with any brand can be developed through the loyalty, and there are many factors on the basis of which consumer feel themselves loyal with the brand. Quality of a brand is main source of developing loyalty in consumers. Whereas there are many other factors which are dependent on the loyalty of brand like uniqueness, favorability and availability of a product. The hypothesis of this research shows that the unique or different taste of a brand is also a source of brand loyalty, by adding some favorable options like pet bottles, free glass etc. are also help in loyalty building, similarly the final dependent variable that's is ease of availability is also an important element of brand loyalty.
Perception about brand either it is positive or negative both influence in developing perception of any brand. The same depend variables like quality, uniqueness favorability and availability of a brand are helpful for creating a positive or negative perception. Majority population of Pakistan believes that the good quality product is a main source of positive perception, similarly the unique taste and favorable options provided by the brand can help in perception development. Availability or unavailability of a product is also a source of creating perception of brand.
Word of mouth communication which is a now become a main source of association of consumers towards any brand. Quality and unique taste of a drink can create a positive word of mouth communication for any brand. Whereas some kind of favorable activities like campaigns or free sample testing are also helpful in word of mouth communication. And product unavailability can also create a negative word of mouth among customers. Whereas social media is a main source of word of mouth communication nowadays.
The above result was concluded on the basis of regression, correlation and descriptive statistics result. Whereas further more tests can also have applied on this data in order to find more accurate and approximate result. In the opinion of this research all brand association determinants are required for any brand in order to increase their consumer loyalty, positive perception and a positive word of mouth communication.

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