Impact of Marketing Communicators, Service Quality and Price Promotion on the
Brand Image: A Case Study on Pathao

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Abstract

This paper establishes a theoretical and empirical basis that shows the impact of marketing communication efforts, service quality and price promotion on brand image. The theoretical review supports applying analysis techniques based on exploratory factor analysis and regression analysis to confirm empirically the relationship between marketing communication efforts: perceived advertising spending, brand awareness, brand trust; service quality and price promotions and brand image. This analysis is verified on a sample group of Pathao ride sharing free-lancers who share rides via the Pathao app (downloadable from Google Store free). The results indicate the positive service quality on brand equity, and offer support for the measures of price deals as antecedent of brand image.

Table of Contents

1. Introduction Chapter	1
1.1 Introduction	2
1.2 Problem Statement	3
1.3 Rationale of the Study	3
1.3 Scope and Limitation of the study.....	4
Survey respondents:	5
1.4 Research Objectives	6
2. Company Overview	7
2.1 The company as a whole	8
2.2 Services:	9
2.3 Explaining Customers	9
3. Literature review	10
4. Methodology	17
4. Findings and Analysis.....	22
4.01 Identification of unengaged respondents.....	23
4.02 Multivariate Normality Assumption	23

4.03 Principal Component Analysis.....	25
4.04 Factor Analysis.....	26
4.05 Reliability Test:	29
4.06 Correlation Analysis:	30
4.07 Regression Analysis	31
4.08 Regression Equation:.....	32
4.09 Structural Equation Modelling	33
4.10 A summary of the Regression Results:	34
5. Recommendation	36
6. Conclusion and Directions for Future studies.....	38
7.0 Appendices.....	41
7.01 Bibliography.....	42
7.02 The Questionnaire Studied	47
7.03 Translated Questionnaire (Survey Material)	51

Table of Figures:

Table 1	20
Table 2	21
Table 3	24
Table 4	26
Table 5	27
Table 6	28
Table 7	29
Table 8	30
Table 9	31
Table 10	32
Table 11	32
Table 12	34
Figure 1	33
Figure 2	34

Chapter 1: Introduction

1. Introduction Chapter

1.1 Introduction

For many companies, brand equity is one of their concerns and priorities (Keller and Lehmann, 2006). According to Keller (2003) and Aaker (1991), brand equity is the value of the brand in the market. Many large corporations spend several trillion currency on marketing communication, such as advertising and price promotion with the hope of increasing brand equity.

Park, Jaworski and MacInnis (1986) say that brand image is the “understanding consumers derive from the total set of brand-related activities engaged by the firm” (p. 135). De Chernatony (1999) suggests passing from brand management to identity management by placing special importance on the internal aspect of brand building. He argues that more emphasis needs to be placed on brand identity. Identity, he mentions, “is about ethos, aims and values that present a sense of individuality differentiating the brand” (p. 165). He conceptualizes the brand’s identity in terms of vision and culture, which drive positioning, personality, and any other subsequent relationships.

Pathao being a very new company in a very emerging industry in Bangladesh, it is of utmost importance that Pathao is able to stand to its Brand Image along with working on enhancing it. It is salient to know what determinant(s), element(s), characteristic(s) in short factor(s) influence the brand image of Pathao, it is also important that to know Pathao’s ability to predict the factors’ influence on the Brand Image.

1.2 Problem Statement

Brand is a term that has diversified definitions and importance in an organization. Brand Image typically consists of certain factors that a company tries to focus on to uphold the ultimate Brand that they possess.

Pathao is an emerging company in the Bangladeshi Transportation Technology industry. An important, famous and integrated part of the Pathao's services is the ride sharing. The research tried to focus on the aforementioned service only considering the freelance service providers (Riders and Captains). Pathao spends a lot of money on upholding their Brand Image in various methods. These are in the form of above the line promotions, awareness and so on. As suggested by the company, the researcher wanted to know among factors, which influenced the brand image of the company, to explore and evaluate the most salient ones. The influence on brand image could be done in various methods but the researcher stayed confined on what he/she observed to be influential during his/her secondary research and his/her spectacular observation during his/her ongoing internship at Pathao. The researcher tried to find out the most influential factors among Perceived Advertising spending, Brand awareness, Price deals, Brand Trust and Service Quality, which influenced Brand Image of Pathao.

1.3 Rationale of the Study

The research study could provide information on the issues of Brand image in an emerging company of a newly built industry in Bangladesh particularly on the factors that largely influence the brand image of Pathao. Further, this study would also be a review on the expenses made by Pathao to uphold their brand image in the Chattogram zone. This study would be beneficial to Pathao and similar companies as this would enhance the knowledge of the ride sharing companies or providers to where to make the focus while considering enhance their brand image.

Furthermore, this study would be beneficial to the aforementioned companies to know the influential factors of brand image. It is not necessarily true that the factors generally thought to influence Brand image, to actually have an impact on the Brand Image. This would expectedly heighten the awareness of the providers and the users to equip and be prepared if probable competitors focus on spending on brand image. To the future researchers, this study can provide baseline information on Brand Image and its influential factors.

The significance of this study is not only confined to companies like Pathao or future researchers but also extends to any technology based service providing company that would want to have a stronger brand image as well as an insight of the type of expenditure required for a better brand image.

1.4 Scope and Limitation of the study

The research intended to find out the influencing factors of the Brand Image of Pathao however, the researched had to face some logical hurdles while conducting the research. The researcher's scope while conducting the research was limited to Riders or Captains (explained later), the Ride Sharing segment of the company in the Chattogram city and 153 respondents.

Customers: The research was not conducted on the end user, i.e the service users of Pathao. The people who have the app installed in their smartphones and use the app regularly to call cars or bikes and take rides. The researcher's reach was limited to people who have them registered with Pathao as freelance riders or captains. The end users are extremely difficult to find and very reluctant to take part in a survey of this sort. The end users almost never visit the Pathao office, and it is hardly possible to go on the roads and ask every other person whether he or she use Pathao.

As a result, the scope of the survey was limited to people who visited the Pathao HQ in Chattogram i.e the Riders and Captains,

Segments: Pathao has other segments such as parcel delivery, food delivery, courier, pathao pay and so on; other than ride sharing service. The researcher was able to target the ride-sharing segment because he underwent the internship in the Pathao head office, which was largely accountable for the customer service of ride sharing. The Parcel delivery was recently launched in Chattogram and food delivery service is not yet launched in Chattogram, courier service had a separate office for its dealings.

City: Pathao currently has its active operations in Dhaka, Chattogram and Sylhet. The researcher being an intern in the Chattogram office was unable to target the other cities and get to know the factors that influenced brand image in those cities as well as the other active segments in those cities. The scope of this research is limited to Chattogram City only.

Time: The report is part of the researcher's internship program that needs to be completed within three months. As a result, the survey had to be completed within two months or less in order to appropriately allocate time to conduct the analysis and prepare the report, so due to time constraints the sample size of the survey was around 150 participants, a little less than targeted for an exploratory opinion analysis of this sort.

Survey respondents: The researcher had substantive difficulties in making the sample understand linguistics of the survey questionnaire. Many of the Riders or Captains happen to not knowing how to read or write, which consequently might have influenced in the accuracy of the analysis results.

1.5 Research Objectives

- Identifying and exploring the factors that critically influenced the Brand Image of Pathao.
- To develop a valid regression equation that helps us to measure the Brand Image.

Chapter 2: Company Overview

2. Company Overview

2.1 The company as a whole

Pathao was founded by entrepreneurs Hussain M. Elius, Fahim Saleh and Adnan Shifat in 2015—with the goal of tackling one of the most pressing issues plaguing businesses and commuters in Dhaka City, Transportation. There are two primary verticals of operations of the company: providing delivery and cash collection support to businesses through their

Pathao Fulfillment service; and, transportation service, much like Uber but with motorbikes, through Pathao Rides. Using the same base infrastructure, Pathao serves different markets and plans on expanding operations to other delivery services, such as food delivery (Frieschlad, 2017). The trio had worked separately in their own projects, but they had identified a key problem and found a clever solution to one of the most critical problems faced by small businesses and commuters in the city. They found a nifty way to tackle the problem without having to invest huge capital. Its fleet of motorcycle drivers and bike messengers bring parcel to clients in Dhaka and beyond. The service thrives on the back of a growing demand for reliable e-commerce deliveries in Bangladesh. On the other hand, despite the lack of precedence of motorcycle taxis in the country, Pathao's Ride services caught on. In the beginning, it was a fleet of 100 drivers employed by the startup (Waliullah & Islam, 2017) now It has more than 50,000 registered vehicles across the country. Pathao received around \$1 million in their initial Seed Funding from Battery Road Digital Holdings LLC. on 2015 and 2016. Later on 2017, Pathao received \$2 million from GO-JEK for Series A funding. Pathao also successfully received \$10 million as Series B funding from GO-JEK on 2018. Pathao currently has 5 investors in total along with 3 lead investors. (Russel, 2018) Pathao Fulfillment delivery service provides logistics support to its customers by connecting the

online stores with their customers. Domestic E-commerce businesses i.e., daraz.com.bd; ajkerdeal.com etc. uses Pathao Fulfillment services to deliver the goods brought through their sites directly to the customer in person. The services offered through this vertical of business include cash-on-delivery (COD); reverse logistics (which is a return to sender/origin support); 24-hour customer service. Consumers benefit through the added convenience of goods being delivered to their home, and businesses benefit by not having to borne huge delivery costs and offering customers a value-added service. The app uses a mobile-friendly interface, which enables users to access the services on any platform: web, computer, mobile, and a 24-hour customer service means that customers can have their problems sorted at any hour of the day. Furthermore, given that the company uses motorbikes and bicycles for most of their deliveries, they have the added advantage of being more environmentally friendly than the competitors which somewhat reduces their carbon footprint and boosts their brand image.

2.2 Services:

Pathao currently provides ride sharing, parcel, food delivery and On demand Transport Sharing services in 3 major cities of Bangladesh, Dhaka, Chittagong and Sylhet. Food Delivery services is currently available only in Dhaka Metropolitan Region only. Pathao is planning to launch a Mobile Financial Service by 2019. (Russel, 2018)

2.3 Explaining Customers

Pathao the company registers bikes and cars to provide ride-sharing access to the end users of Pathao who have the mobile app installed in their smartphone. This research only includes survey and analysis on the people who have bikes or cars registered with Pathao and not the end-users. The people who share rides via bikes are named Riders and the people who share rides via cars are known as Captains.

Chapter 3: Literature Review

3. Literature review

The central concern of brand building literature experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: “the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)” (Kotler 2000, p. 396). The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (p. 404). Within this view, as Keller (2003a) says, “technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand” (p. 3). He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers.

Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products.

“For a long time, the brand has been treated in an off-hand fashion as a part of the product” (Urde 1999, p. 119). Kotler (2000) mentions branding as “a major issue in product strategy” (p. 404). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. Aaker and Joachimsthaler (2000) mention that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results. Kapferer (1997) mentioned that “the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact” (p. 28).

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior (Zhang, 2015). According to Park, the construction and maintenance of the brand image is prerequisite to the brand management (Park, Jaworski, & MacInnis, 1986). In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. (Zhang, 2015) Consumers choose the brand with a better image to reduce the perceived risk. This affects the level of price consciousness and on the purchase intention (Dowling & Staelin, 1994) . When consumers perceive high spending on advertising, this contributes to their perception of the level of confidence that marketing managers have in the product. Perceived advertising spending has positive effects, not only on brand equity as a whole, but also on each of the elements it is made up of: loyalty, awareness, perceived quality and brand image (Kirmani & Wright, 1989). Most studies measure brand equity from perspective of consumer or from the company itself. On one hand, some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity (Zhang, 2015). Although the positive impact of brand image on customer satisfaction and customer loyalty has been testified, there still exist minor disagreements between different researches. Specifically, some studies prove that brand image not only influences customer loyalty directly, but also impacts on it through other mediating factors. However, some research results demonstrate that brand image exerts no direct influence on customer loyalty, but it can influence customer loyalty via customer satisfaction. (Dichter, 1985) Brand Awareness

Brand awareness can be defined as the ability of a consumer to recognize and remember that a specific brand is included in a specific product category (Aaker 1997). According to Chandon (2013), brand awareness can be measured using two kinds of measurements: brand recognition

and brand recall. According to Aaker (1991), brand recognition is when the consumer remember and aware of the brand if someone reminding them about that brand, for example with the help of a list of brands, brand slogan, tagline, or a list of images. Brand recall refers to giving a product category to the customer and asking the respondent to recall the brand name for that specific product category. Brands which are included in this category are brands that consumers remember without reminding them about the slogan, logo, tagline, etc. In addition, Top of Mind (TOM) is one the best predictors of consumer choice (Romaniuk, Sharp, Paech & Driesener, 2004). Woodside & Wilson (1985) also confirmed that the higher the TOM, the higher the purchase intention and the higher the relative purchase of the brand.

Perceived advertising spending is defined as consumer perception of advertising frequency and expenditure as agreed by (Hameed 2013). In this study the writer focuses on determining the effects of perceived advertising spending on image, measured through consumer perceptions. Companies use advertising to communicate brands' functional and emotional values, since it is believed as a powerful tool to promote the brand (Chernatony, 2006). There are several aspects that need to be considered when a company wants to see the effectiveness of advertising: content or the message, execution, and frequency of advertising seen by the consumers (Batra, Myers and Aaker, 1996).

According to Kotler and Keller (2012), price promotion (price deals as mentioned in this research) is part of sales promotion. Sales promotion is one of the most important parts in marketing campaigns, which is used to stimulate faster and bigger (in terms of volume/number) sales of specific products or services. Sales promotion mostly in the form of incentive tools for the consumers (Kotler & Keller, 2012). Advertising offers consumer a reason to buy, in the other hands, sales promotion offers an incentive for consumers to buy the products (Kotler & Keller,

2012). Agrawal (1996) defines price promotions as an offensive strategy that can be used to attract the loyal consumers from other competing brands.

Cobb-Walgren, Beal, and Donthu (1995) conclude that the money spent on advertising has positive effects on each dimension of brand equity and brand equity as a whole. On the other hand, most previous researches on sales promotions has focused on price promotions; past literature has mainly proposed that price promotions have a negative impact on brand equity (Buil, Chernatony, & Martinez, 2010; Selvakumar & Vikkraman 2011; Villarejo & Sanchez, 2005).

Keller (2007) concludes that advertising will lead to strong brand awareness, trigger unique and strong associations to memory of consumers, and result in positive brand feelings. Advertising can increase the scope and frequency appearance of a brand, as the result, it increase the brand awareness (Chu and Keh, 2006; Keller, 2007). Hence, the bigger the amount of advertising, the bigger brand awareness and associations of a brand, it will result in bigger brand image. However in order to achieve those goals, a good design and great execution are needed. In addition, due to fierce competition in the saturated market, company should have creative and original marketing communication (Kapferer, 2004; Keller, 2007). This strategy helps company to get consumers' attention and awareness and results in increasing brand equity and Brand Image (Buil, Chernatony, & Martinez, 2010). In conclusion, in order to increase the brand awareness, a company needs to increase their advertisement spending.

Additionally, creative and unique advertising can create a favorable, strong and unique brand association (Keller, 2007). The associations linked to the brand are images that consumer perceives after messages that the company sends through some advertising campaigns is recognized by them (Keller, Heckler & Houston, 1998). Advertising is also crucial in increasing brand associations.

Frequent advertising increases the probability that a brand will be included in the consumers' consideration, which makes consumer's brand choice simpler. Thus, it becomes habit of a consumer to buy that specific brand (Hauser and Wernerfeldt, 1990).

Villarejo and Sanchez (2005) have conducted a similar research where they tested the impact of marketing communication and price promotion on brand equity. The researchers collected the data in a sample group of families, which purchased durable goods. The significant result of this study explained perceived advertising spending showed a favorable causal relationship for three of the four dimensions of brand equity. The higher the spending on advertising for the brand, the better the quality of the product as perceived by the consumer, the higher the level of brand awareness and the more associations linked to the product. However, company's high perceived advertising spending on a brand does not have a significant effect on consumers' loyal behavior towards the brand. Price promotion as incentives to increase sales have been found to have a negative effect on brand equity, perceived quality and brand image. On the other hand

Isabel Buil, Eva Martínez, And Leslie De Chernatony (2010) tested the effect of advertising and sales promotions, both monetary and non-monetary promotion, on brand equity. Monetary promotion is like price-off, cents-off coupons, rebates and non-monetary promotion is like premiums & sampling. The researchers conclude that perceived advertising spending has a positive effect on brand awareness. However, it does not always increase and enhance perceived quality and brand associations. The result is explained by the fact that advertising spending can reach a saturation point, a point where it cannot increase the brand equity anymore.

Based on the research objectives, the author hypothesizes the following:

- ☐ Perceived advertising spending, price deals, brand awareness, brand trust and Service quality simultaneously have significant impact on brand image.
- ☐ Perceived advertising spending, price deals, brand awareness, brand trust and Service quality individually or in a combination (not considering all simultaneously) have significant impact on brand image.

Chapter 4: Methodology

4. Methodology

After intensive literature review, the researcher concluded the aforementioned hypothesis. Brand Image being a collaboration of many variables that impact on it, but the researcher only considered Perceived Advertising Spending, Price deals, Brand Awareness, Brand Trust and Service Quality. These factors clearly have the greater influence as supported by the literature review and the researcher's personal observation during the internship, when it comes to researching about the brand image of Pathao.

The researcher underwent a rigorous secondary research in order to develop the explore able model regarding the Brand Image of Pathao. After studying various journals and questionnaires the researcher came up with the following methodology to conduct the research. Each factor has been described again as to why were they included in the research.

All items in the questionnaire are measured on 5-point Likert-type scales, with 1 = strongly agree and 5 = strongly disagree. All of the responses are classified as interval type of data since the researcher take average values of the measurement scales to be further analyzed. While conducting the primary research the Questionnaire was translated into Bengali for ease of the respondents' understanding, as they are locals of the country.

The complete formulation of the measurement scales used in the research can be seen in the table below. In order to develop the measurement process for the different elements involved, Bollen's recommendation (Bollen, 1989) has been followed: (1) identify the dimensions and latent variables that represent the concept to be measured; (2) create indicators based on the past theoretical position; and (3) specify the relationship between the observable indicators or variables and the latent concepts or variables that they explain. The consumer normally has a perception of the brand

in terms of the marketing communications spending made on it by the company. (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005)

Advertising expenditure, as the main marketing communications tool in the consumer market, should be considered when determining the effects of marketing communications on consumers, and the perceptions that the messages are provoking among different target individuals. The scale developed to measure the advertising spending perceived by the consumer consists of seven indicators.

Price deals are measured with a very similar scale to that used to measure the effect of advertising.

Service quality is defined as a subjective judgment made by the customer regarding the excellence or superiority of the service. The customer's opinion about the service's quality and its attributes with regard to its expected performance forms the measurement scale indicator of the brand quality perceived by individuals. (Grover & Srinivasan, 1992)

Brand loyalty plays an outstanding role in generating brand equity, not only because of its capacity to keep customers loyal, (Grover & Srinivasan, 1992) but also because that customer loyalty extends to other brands in the company's portfolio. (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005)

The table below shows the scale of measurements:

Table 1

Items	Enunciation	Variable
PAS1	I think advertising of Pathao is, in general, very good	Perceived Advertisement Spendings (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005)
PAS2	The ad campaigns for Pathao seem very expensive, compared to campaigns for competing brands	
PAS3	I think Pathao brand is intensively advertised, compared to competing brands	
PAS4	The advertising campaigns for Pathao are seen frequently	
PAS5	I remember the last advertising campaigns for Pathao	
PD1	I think Quest deals are, in general, very good	Price Deals (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005)
PD2	Quest deals for Pathao are frequently offered	
PD3	Quest deals for Pathao are emphasized more than seems reasonable	
PD4	I think Quest deals for Pathao are more frequent than for competing brands	
PD5	User count deals for Pathao are presented too many times	
PD6	I think User count deals for Pathao are more frequent than for competing brands	
PD7	User count deals for Pathao are emphasized more than seems reasonable	
BA1	I know what Pathao works	Brand Awareness (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005)
BA2	I can recognize Pathao among other competing brands	
BA3	I am more of aware of Pathao brand compared to others	
BA4	I know Pathao brand	
BT1	I believe that Pathao will not try to cheat me	Brand Trust (Theng & Lee, 1999)
BT2	I feel that I can trust Pathao completely	
BT3	I feel that registering with Pathao is a good decision because the company will never let me down	
BT4	The Companies' actions are consistent with their words	
SQ1	Service received from Pathao is very prompt	Service Quality (Wu, Yeh, & Hsiao, 2011)
SQ2	Pathao employees are very efficient at solving all sorts of problems	
SQ3	Overall, I'd say the quality of my interaction with Pathao's employee is excellent	
SQ4	I would say that the quality of my interaction with Pathao's employee is high	
SQ5	I always have an excellent experience when I visit this Pathao Office	
BI1	Whenever I hear the word Pathao in regular conversation, ride sharing app comes into my mind	Brand Image (Kumar & Advani, 2005)
BI2	I can quickly recall the symbol or logo of Pathao	
BI3	Pathao the brand or the logo has a strong personality	
BI4	I would highly recommend Pathao to other riders or users	
BI5	Pathao brand is a reason enough to provide rides	

The table below explains the research details

Table 2

Product Area:	Ride sharing based on technology
Geographic location:	Chattogram (Bangladesh)
Customer level:	Independent freelancers with owned vehicles registered with Pathao
Survey methodology:	Conducting the survey on whoever comes first to receive customer service in the Pathao headquarter Chattogram
Type of sampling:	Random Sampling
Respondent size:	153

High levels of brand-name recognition are those that present the brand with a high degree of brand awareness. (VILLAREJO-RAMOS & NCHEZ-FRANCO, 2005) For this reason, knowledge and recognition of the brand compared to its competitors are indicators that serve to form the measurement scale for this dimension.

The brand associations that form its image are related to a series of tangible and intangible attributes associated with the brand, which conditions a favourable attitude to choosing the brand

Chapter 5: Findings and Analysis

5. Findings and Analysis

5.01 Identification of unengaged respondents

It is of valid importance to identify whether there were any unengaged respondents, meaning inattentive or who did not really take the time to complete the survey with much importance. In order to do so the researcher begins by testing the Standard Deviation of the data set. The respondents with a standard deviation of below 0.5 were eliminated. Initially the researcher had conducted the survey on 153 respondents; however, 43 of them had to be eliminated because they were either inattentive or inconsistent with their responses.

The standard deviation measures the concentration of the data around the average or the mean. The more concentrated the smaller the standard deviation and vice versa.

5.02 Multivariate Normality Assumption

It is important to explore the normality of the data set before going to the analysis. A salient task in many statistical analyses are to distinguish the data through skewness and kurtosis. This helps to evaluate whether individual questions on the survey are within the “normal” range of the chosen indicator value. Here the researcher used indices for acceptable limits +2 and -2 for Kurtosis and +1 and -1 for Skewness (Trochim & Donnelly, 2006) (Field, 2009) (Gravetter & Wallnau, 2013).

The table below shows the Standard deviation and the mean value of the response of the sample size. The Skewness and Kurtosis values are also included in the table. The researcher eliminated no items because the skewness and kurtosis values fall in the normal aforementioned range.

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PAS1	110	2.21	.899	.497	.230	.311	.457
PAS2	110	2.07	.864	.292	.230	-.764	.457
PAS3	110	2.00	.888	.560	.230	-.063	.457
PAS4	110	2.18	.921	.275	.230	-.805	.457
PAS5	110	2.12	.993	.675	.230	-.027	.457
PD1	110	2.01	.784	.100	.230	-1.063	.457
PD2	110	2.23	.974	.560	.230	-.080	.457
PD3	110	2.30	1.071	.832	.230	.501	.457
PD4	110	2.25	1.053	.671	.230	-.001	.457
PD5	110	2.30	1.054	.615	.230	.090	.457
PD6	110	2.26	1.098	.643	.230	-.123	.457
PD7	110	2.31	1.090	.481	.230	-.403	.457
BA1	110	2.25	1.112	.701	.230	.005	.457
BA2	110	2.12	1.002	.929	.230	.785	.457
BA3	110	2.14	1.009	.922	.230	.932	.457
BA4	110	2.14	.953	.500	.230	-.065	.457
BT1	110	2.11	1.035	.841	.230	.216	.457
BT2	110	2.08	1.015	.960	.230	.766	.457
BT3	110	2.11	.999	.566	.230	-.239	.457
BT4	110	2.07	.993	.826	.230	.463	.457
SQ1	110	1.98	.919	.615	.230	-.149	.457
SQ2	110	2.18	.988	.730	.230	.316	.457
SQ3	110	2.13	.920	.607	.230	-.007	.457
SQ4	110	2.06	.951	.328	.230	-1.034	.457
SQ5	110	2.24	1.013	.478	.230	-.159	.457
BI1	110	2.16	.914	.622	.230	.389	.457
BI2	110	2.05	.947	.485	.230	-.445	.457
BI3	110	2.11	.770	.300	.230	-.251	.457
BI4	110	2.22	1.044	.782	.230	.401	.457
BI5	110	2.04	.845	.302	.230	-.756	.457
Valid N (listwise)	110						

Table 3

5.03 Principal Component Analysis

One of the most important objectives of this research is to interpret and understand whether considered factors have significant effect on the brand image of Pathao. Considering this, the researcher starts to analyze by conducting Principal Component Analysis to find the principal factors. Eigenvalues (characteristic values or latent roots) are the variances of the principal components. The researcher used the size of the eigenvalue to determine the number of principal components. The principal components with the largest eigenvalue must be withheld as part of the research. Using the Kaiser criterion, the researcher used only the principal components with eigenvalues that are greater than 1.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.353	21.410	21.410	5.353	21.410	21.410	3.221
2	1.800	7.202	28.612	1.800	7.202	28.612	3.512
3	1.452	5.809	34.421	1.452	5.809	34.421	2.838
4	1.381	5.524	39.944	1.381	5.524	39.944	2.708
5	1.338	5.351	45.296	1.338	5.351	45.296	2.843
6	1.200	4.801	50.097	1.200	4.801	50.097	1.510
7	1.173	4.693	54.790	1.173	4.693	54.790	2.097
8	1.024	4.097	58.887	1.024	4.097	58.887	1.213
9	.994	3.978	62.864				
10	.924	3.695	66.559				
11	.875	3.499	70.058				
12	.836	3.343	73.401				
13	.799	3.196	76.597				
14	.738	2.953	79.550				
15	.687	2.750	82.300				
16	.622	2.488	84.788				
17	.585	2.342	87.129				
18	.559	2.238	89.367				

19	.484	1.938	91.305				
20	.438	1.753	93.058				
21	.422	1.689	94.747				
22	.398	1.592	96.339				
23	.365	1.459	97.798				
24	.311	1.246	99.044				
25	.239	.956	100.000				

Extraction Method: Principal Component Analysis.

Table 4

In the results above, the first eight components have an eigenvalue more than 1. The first principle component accounts for 21.41% of the total variance. Altogether, the eight components explain 58.887% of the variation of the data.

5.04 Factor Analysis

Factor loadings stipulate how much a factor explains a variable. Loadings can range for -1 to +1. The researcher analysed the loading pattern to ascertain the factor that has most impact or influence on each variable. Loading close to 0 indicate that the factor has a weak influence on the variable. It will also help decide the researcher detect the items that belong to the similar factor.

Factor rotation simplifies the loading structure and often makes the factors easily differentiated with ease to interpret. Nevertheless, one method of rotation may not work as perfect in all scenarios. The researcher needs to try various rotations and use the one that produces most acceptable results. Here, the researcher used a Promax rotation to calculate rotated factor loadings since it is considered less severe.

Pattern Matrix^a

	Component							
	1	2	3	4	5	6	7	8
SQ2	.828							
SQ3	.791							
SQ1	.766							
PD5		.954						
PD4		.731						
PD7		.551						
SQ5			.740					
PD3			.680					
PD2			.595					
SQ4								
BA3				.856				
BA4				.713				
PAS4								
BA2								
BT4								
BT2					.992			
PAS1								
BT1								
PAS5								
PD1						.756		
BT3						.579		
PAS2							.763	
PD6							.591	
BA1								.711
PAS3								

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 91 iterations.

Table 5

The researcher observed whether there are at least two items within each factor. Any factor that does not have at least two items has to be excluded since the factor will not be feasible. The factor analysis needs to be run until each factor has two items. Here the factor loading cutoff criteria was set to 0.55 and finally 6 components were found with at least two items within each. It is portrayed in the table below

Pattern Matrix^a

	Component					
	1	2	3	4	5	6
PAS1	.672					
PD7	.589					
PAS3	.565					
BT2						
PAS4						
PAS5						
BA2						
BA1						
SQ3		.784				
SQ2		.701				
SQ1		.684				
BA3			.718			
PAS2			.587			
PD6						
BT4						
SQ5				.711		
PD3				.687		
PD2				.584		
SQ4						
BA4						
PD5					.762	
PD4					.675	
BT1						.623
BT3						.610
PD1						

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 19 iterations.

Table 6

In the pattern matrix we see items PAS1, PD7 and PAS3 fall within the same factor as they load together; based on the theme of each item the researcher named the factor to be Perceived Promotional Spending that falls under component 01. Items SQ1, SQ2 and SQ3 fall under factor 2 and is named as Service Quality. Items BA3 and PAS2; SQ5, PD3 and PD2; PD5 and PD4; BT1 and BT3 fall under category 3,4,5 and 6 which are named as Brand Knowledge; Customer Target and Experience; Price Deals and Brand Trust respectively.

5.05 Reliability Test:

The researcher used Cronbach's Alpha to examine the consistency of multiple items in a survey and see whether they have the same characteristics. The other names of this test are reliability or validity test. It is preferred when the researcher has multiple likert questions in a survey that form a scale and the researcher wishes to see whether this scale is reliable. After measuring the Cronbach's Alpha the researcher had to eliminate factors Perceived Promotional Spending, Brand Awareness, Brand Trust and Brand Knowledge because they had a value of less than 0.7, which suggests that, the items together in the factors do not have internal consistency within themselves. When the researcher measure the Cronbach's Alpha of the dependent variable the "Item-total Statistics" suggested that if BI4 is eliminated than the value of Cronbach's Alpha reach 0.64. As a result, the researcher did run reliability test on the items of dependent variable with various combinations and concluded that BI4 and BI5 are inconsistent with the other items of the dependent variable.

The table below shows the Cronbach's Alpha of the dependent and independent variable along with the designated questions of the questionnaire.

Factors	Questions	Codes Used	Cronbach's Alpha
Service Quality	Service received from Pathao is very prompt	SQ1	0.728
	Pathao employees are very efficient at solving all sorts of problems	SQ2	
	Overall, I'd say the quality of my interaction with Pathao's employee is excellent	SQ3	
Price Deals	I think Quest deals for Pathao are more frequent than for competing brands	PD4	0.737
	User count deals for Pathao are presented too many times	PD5	
Brand Image	Whenever I hear the word Pathao in regular conversation, ride sharing app comes into my mind	BI1	0.705
	I can quickly recall the symbol or logo of Pathao	BI2	
	Pathao the brand or the logo has a strong personality	BI3	

Table 7

The results show that the questions in each factor are consistent to each other as all the Cronbach's Alpha are greater than the widely used benchmark value of 0.7. Items in Service quality and Price deals (independent variables) measure the Cronbach's Alpha value of 0.728 and 0.737 respectively and the Cronbach's Alpha for the dependent variable Brand Image is 0.705. As all the values are above 0.7, it indicates high level of consistency for the scale undertaken with this specific sample. Hence it can be concluded that they are all reliable.

5.06 Correlation Analysis:

Correlation analysis is used to quantify the association between two continuous variables (for example between an independent and dependent variable or between two independent variable).

In the table below the correlations between the factors are mentioned:

Correlations

		PD	SQ	BI
PD	Pearson Correlation	1	.272**	.179
	Sig. (2-tailed)		.004	.061
	N	110	110	110
SQ	Pearson Correlation	.272**	1	.234*
	Sig. (2-tailed)	.004		.014
	N	110	110	110
BI	Pearson Correlation	.179	.234*	1
	Sig. (2-tailed)	.061	.014	
	N	110	110	110

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 8

PD is significantly correlated with SQ as the table suggests the significance level to be 0.004, which is below 0.05 P-value. However, BI is not significantly related to PD but is significantly related to SQ according to their respective level of significance 0.061 and 0.014 respectively as compared to the standard P-value 0.05.

5.07 Regression Analysis

The researcher then ran a regression analysis in order to obtain a valid model, which would help predict the Brand Image of Pathao. Therefore, the concentration will be on R-squared of the regression analysis. R-squared is a measure of how much of the variance in response variable is explained by the regression equation. For example, an R-squared of 1 suggests that the regression line fits the data perfectly. The researcher intends to find out whether the equation generates high or low R-squared. In general, the higher the R-squared, the better the model fits the data or in other words, the response variable (brand image) greatly influenced the predictor variables (Service quality and Price deals) vice versa.

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.263 ^a	.069	.052		.67390

a. Predictors: (Constant), SQ, PD

b. Dependent Variable: BI

Table 9

The table depicts the R, R square and the adjusted R square and the standard error of the estimate, which can be beneficial while determining how good a regression model fits the data. The “R” column illustrates the value of R, the Multiple Correlation Coefficient. R can be considered as one of the measure of the quality of the predicting the dependent variable which in this research is Brand Image. The value of R in this research is 0.263. The R squared column represents the coefficient of determination, which is the proportion of the variance in the dependent variable, which can be explained by the independent variable. Therefore, in this research the Independent variable is able to explain (0.069X 100) 6.9% of the variability of the dependent variable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.609	2	1.804	3.973	.022 ^b
	Residual	48.593	107	.454		
	Total	52.202	109			

a. Dependent Variable: BI

b. Predictors: (Constant), SQ, PD

Table 10

The table above is the F test. The F ratio in the Anova table tests the overall regression to be a good fit in the data. The table depicts that the independent variables statistically significant predict the dependent variable, $F(2,107) = 3.973, p < 0.05$.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.463	.232		6.309	.000		
	PD	.094	.073	.125	1.289	.200	.926	1.080
	SQ	.193	.094	.200	2.061	.042	.926	1.080

a. Dependent Variable: BI

Table 11

The general form to equate the predictability of Brand Image from Price Deals and Service Quality is obtained from the Coefficients Table and is described below:

5.08 Regression Equation:

$$BI (\text{Brand Image}) = 1.463 + .094(\text{Price Deals (PD)}) + 0.193(\text{Service Quality (SQ)})$$

5.09 Structural Equation Modelling

Structural Equation modelling is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. (Anderson & Gerbing, 1988).

Figure 1

The above diagram is a representation of standardized coefficients and their relation between the exogenous variables with the endogenous variables and within the exogenous variables themselves. Brand Image is the Endogenous variable and on the opposite, the variables Price deals and Service Quality are the exogenous variables. The point 0.07 is the R squared. 0.13 And 0.20 are the Beta Standardized coefficients. 0.27 is the Pearson correlation at alpha 0.05. B1 is the unique variable that measures the error.

Figure 2

The above diagram is a representation of unstandardized coefficients and their relation between the exogenous variables with the endogenous variables and within the exogenous variables themselves. Brand Image is the Endogenous variable and on the opposite, the variables Price deals and Service Quality are the exogenous variables. The point 0.146 is the constant Beta unstandardized coefficients. 0.19 And 0.09 are the respective unstandardized coefficients of Service Quality and Price Deals. 0.18 is the correlation between Price deals and Service Quality when the unstandardized coefficients are considered.

5.10 A summary of the Regression Results:

Model	R	R Square	Adjusted R Square	Factors Influencing Brand Image	
				PD	SQ
1	.263 ^a	.069	.052	Yes	Yes

Table 12

It is worth noting that in the summary table above the R-Squared of the regression analysis is 6.9%, which means this regression equation is capable of explaining a 6.9% of variation in the response variable.

Overall, from the analysis above one can safely conclude that Brand Image of Pathao is not strongly influenced by the observed factors “Service Quality” and “Price Deals”. Therefore, these factors do not necessarily influence the brand image on a very large scale.

Chapter 6: Recommendation

6. Recommendation

The research clearly indicates that service quality is an integral antecedent of Brand Image for Pathao when Riders and Captains are considered. The Riders and Captains want better service qualities precisely:

- Expertise in problem solution
- Prompt Service
- A good atmosphere during providing service
- Very good interaction with the customer service providers
- An excellent customer service experience.
- Less visits to the customer center and more solution via hotline

Price deals did evolve as an important factor when the author did run the factor analysis but it is not significant one. It is recommendable that Pathao focuses more on better price deals, and customer friendly or in other words Riders and Captains friendly discounts and quest deals. This can be done by considering the best rides in a quest instead of cancelling out the entire quest offer for some faulty rides. More short term quests and fast payment methods for quests.

Riders and captains are the people who keep Pathao going and uphold their brand to the people in general as a result, their satisfaction is a mandatory task of Pathao. In order to have a better brand image towards them Pathao needs to emphasis on the aforementioned.

Chapter 7: Conclusion and Directions for Future studies

7. Conclusion and Directions for Future studies

Many researchers have previously done studies relating to brand image. A study relating to brand image in the ride sharing industry is very limited and this study is a very first one for Pathao. Branding does play a major role in every business segment particularly the service oriented ones (Dichter, 1985). Pathao being a service-oriented business, the company needs to know its position regarding brand image and its influencers.

In a nutshell Price deals is not a significant factor to influence the Brand Image of Pathao but is close to significant, while service quality is a significant determinant of Pathao's Brand Image. Price deal did evolve as a factor when the factor analysis was done so it does have influence, which according to the research is not significant. As mentioned earlier many other factors remain to be explored, the regression analysis shows 7% of the variation in the dependent variable are explained by the independent variables, which means that other factors have considerable influence that is yet to be known. As a result, there is a possibility of those other unconsidered factors to have importance.

In this research, it has only been possible to determine clearly one of the causal relationships: service quality on brand equity. It is therefore difficult to establish a general conclusion about the relationship of this marketing effort to some of its components. For the other relationship (the effects of price deals), no conclusion could be confirmed. As already mentioned, this may be explained by the lack of understanding on the part of the sample group regarding the aspects formulated in the price-deals-related section in the questionnaire. The author proposes to test this measurement model and an exploratory factor analysis on a sample of end users of Pathao where purchases are more frequent and there is more ongoing consumer attention to marketing communications (brand awareness, brand trust) and price promotions. The interaction of other

marketing efforts needs to be studied, such as pricing, distribution strength, availability of rides and so on.

While it is generally agreed that the considered independent variable have influence on brand image but the survey results and their analysis have shown results otherwise. Service quality being the prime factor and price deals next in influencing Brand image of Pathao, the other factors had negligent influence on the Brand image of Pathao.

Factors related to Brand image, not considered in this research could be integral part of Brand Image of Pathao. The researcher as mentioned in previously because of his observation and secondary research did not consider other factors like Brand Loyalty, Brand associations, Brand Personality, App dependence etc. In future utilizing these factors could bring in accuracy as well.

Conducting the survey on a bigger scale as well as to customers that are more literate could also increase the relevance of factors aforementioned with brand image of Pathao

Integrating other segments of Pathao as well as the other cities could be a major recommendation to future researchers as these considering this sort of research for Pathao because the researcher because of the previously mentioned limitations misses a big platform.

Chapter 8: Appendix

8.0 Appendices

8.01 Bibliography

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8.02 The Questionnaire Studied

Independent Variable:

Perceived advertising spending

1. I think advertising of Pathao is, in general, very good

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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2. The ad campaigns for Pathao seem very expensive, compared to campaigns for competing brands

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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3. I think Pathao brand is intensively advertised, compared to competing brands

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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4. The advertising campaigns for Pathao are seen frequently

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

5. I remember the last advertising campaigns for Pathao

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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Price Deals

6. I think Quest deals are, in general, very good

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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7. Quest deals for Pathao are frequently offered

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

8. Quest deals for Pathao are emphasized more than seems reasonable

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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9. I think Quest deals for Pathao are more frequent than for competing brands

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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10. User Discount deals for Pathao are presented too many times

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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11. I think User Discount deals for Pathao are more frequent than for competing brands

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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12. User Discount deals for Pathao are emphasized more than seems reasonable

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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Brand Awareness

13. I know what Pathao works

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

14. I can recognize Pathao among other competing brands

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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15. I am more of aware of Pathao brand compared to others

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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16. I know Pathao brand

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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Brand Trust

17. I believe that Pathao will not try to cheat me

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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18. I feel that I can trust Pathao completely

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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19. I feel that registering with Pathao is a good decision because the company will never let me down

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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20. The Companies' actions are consistent with their words.

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

Service quality

21. Service received from Pathao is very prompt.

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

22. Pathao employees are very efficient at solving all sorts of problems.

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

23. Overall, I'd say the quality of my interaction with Pathao's employee is excellent.

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

24. I would say that the quality of my interaction with Pathao's employee is high.

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

25. I always have an excellent experience when I visit this Pathao Office

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

Dependent Variable:

Brand Image

26. Whenever I hear the word Pathao in regular conversation, ride sharing app comes into my mind

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

27. I can quickly recall the symbol or logo of Pathao

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

28. Pathao the brand or the logo has a strong personality

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

29. I would highly recommend Pathao to other riders or users

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
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30. Pathao brand is a reason enough to provide rides

1) Strongly Agreed	2) Agreed	3) Neutral	4) Disagreed	5) Strongly Disagreed
--------------------	-----------	------------	--------------	-----------------------

8.03 Translated Questionnaire (Survey Material)

নিয়মাবলী: আপনার মতে সঠিক প্রশ্নের উত্তরটিতে টিক চিহ্ন দিন

নাম: _____

মোবাইল নম্বর: _____

কার

বাইক

১. আমি মনে করি পাঠাও এর বিজ্ঞাপন, সাধারণত, খুব ভাল

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২. প্রতিদ্বন্দ্বী ব্র্যান্ডের বিজ্ঞাপনী প্রচার তুলনায় পাঠাও এর বিজ্ঞাপন প্রচারগুলি খুবই ব্যয়বহুল বলে মনে হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৩. প্রতিদ্বন্দ্বী ব্র্যান্ডের তুলনায় পাঠাও ব্র্যান্ড আরও জোরালোভাবে বিজ্ঞাপন দিচ্ছে বলে আমি মনে করি

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৪. পাঠাও এর বিজ্ঞাপন প্রচারগুলি প্রায় বিভিন্ন মাধ্যমে চোখে পরে

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৫. পাঠাও এর বিজ্ঞাপন প্রচারগুলি মনে থাকার মতো

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৬. আমি মনে করি পাঠাও এর কোয়েস্ট (Quest) অফার সাধারণত, খুব ভাল

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৭. পাঠাও এর রাইডার্স এবং ক্যাপ্টেনদের জন্য কোয়েস্ট প্রায়শই দেওয়া হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৮. আমি মনে করি পাঠাও প্রতিদ্বন্দ্বী ব্র্যান্ডের তুলনায় আরো ঘন ঘন কোয়েস্ট অফার দিয়ে থাকে

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৯. পাঠাও এর ব্যবহারকারী (User) ডিসকাউন্ট অফার অনেক বেশি হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১০. আমি মনে করি পাঠাও এর ব্যবহারকারী ডিসকাউন্ট অফার আরো প্রতিদ্বন্দ্বী ব্র্যান্ডের চেয়ে বেশি দেওয়া হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১১. পাঠাও এ প্রয়োজনের বেশি কোয়েস্ট (Quest) অফার দেওয়া হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১২. পাঠাও এ প্রয়োজনের বেশি ব্যবহারকারী ডিসকাউন্ট দেওয়া হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৩. আমি জানি কিভাবে পাঠাও কাজ করে

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৪. আমি পাঠাওকে প্রতিদ্বন্দ্বী ব্র্যান্ডের মধ্যে সনাক্ত করতে পারি

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৫. আমি অন্য ব্র্যান্ডের তুলনায় পাঠাও এর বেপারে বেশি অবগত

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৬. আমি পাঠাও ব্র্যান্ড চিনি

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৭. আমি বিশ্বাস করি যে পাঠাও আমাকে ঠকানোর চেষ্টা করবে না

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৮. আমি মনে করি যে আমি পাঠাও এর উপর সম্পূর্ণভাবে বিশ্বাস রাখতে পারি

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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১৯. আমি মনে করি পাঠাও এর সঙ্গে নিবন্ধন একটি ভাল সিদ্ধান্ত

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২০. কোম্পানির কর্মগুণি তাদের কথার সাথে সামঞ্জস্যপূর্ণ

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২১. পাঠাও থেকে খুব দ্রুত সেবা পাওয়া যাই

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২২. সব ধরনের সমস্যা সমাধানে পাঠাও কর্মীরা খুব দক্ষ

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৩. সামগ্রিকভাবে, আমি বলতে চাই পাঠাও কর্মচারী সঙ্গে আমার অভিজ্ঞতার মান চমৎকার

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৪. আমি বলব পাঠাও এর কর্মচারী সঙ্গে আমার অভিজ্ঞতার গুণ ভাল

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৫. আমি এই পাঠাও অফিসে যখন আসি আমার সবসময় একটি চমৎকার অভিজ্ঞতা হয়

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৬. নিয়মিত কথোপকথনে যখন পাঠাও শব্দটি শুনি, তখন রাইড শেয়ারিং অ্যাপ্লিকেশন পাঠাও এর কথা মনে পড়ে

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৭. আমি এর প্রতীক বা লোগোকে দ্রুতই মনে করতে পারি

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৮. পাঠাও ব্র্যান্ড বা লোগোটির একটি শক্তিশালী ব্যক্তিত্ব রয়েছে

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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২৯. আমি বন্ধুদের কাছে পাঠাও এর সুপারিশ করব

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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৩০. পাঠাও ব্র্যান্ডই রাইড শেয়ারিং করার যথেষ্ট কারণ

১) দৃঢ়ভাবে একমত	২) একমত	৩) নিরপেক্ষ	৪) অসম্মতি	৫) দৃঢ় অসম্মতি
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