

"Effects of word-of-mouth upon the brand loyalty"



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ABSTRACT

This study aim to focus upon the effect of word-of-mouth upon the brand loyalty. In this study researcher mainly focus on the brand loyalty, brand equity, brand consciousness and brand involvement. A purposed-based questionnaire was distributed to the residential of Islamabad and Rawalpindi. By using SPSS 21 as the main data examination tool, the results found that Word-of-mouth has moderate relationship with loyalty of brand. Word of mouth has more effect on the brand loyalty and less impact on the brand awareness. More discussion is included in the research paper.

Keywords: Word-of-mouth, Brand equity, Brand loyalty, Brand consciousness and Brand involvement.

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Dedications

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Contents

ABSTRACT	2
Acknowledgement.....	3
Dedications	4
Chapter 1.....	9
1 Introduction.....	9
1.1 Background.....	9
1.2 Word-of-mouth.....	11
1.2.1 Positive and negative Word Of Mouth	12
1.3 Brand loyalty.....	13
1.3.1 Brand Loyalty measurements.....	14
1.3.1 Negative and positive brand loyalty	14
1.3.2 Determining Brand loyalty	15
1.3.3 Connection between BL, BA and BE.....	16
1.4 Scheme of the study.....	19
1.5 Broad Area Problem Statement.....	19
1.6 Research Objective.....	20
1.7 Research Question	20
1.8 Significance	20
1.9 Limitation.....	21
Chapter 2.....	21
2 Literature review.....	21
2.1 Word-Of-Mouth.....	22
2.1.1 Opposing input on advice.....	25
2.1.2 Elements completing Word of mouth.....	26
2.2 Brand Equity.....	27
2.2.1 Brand value while social business sector base resource.....	29
2.2.2 Perception of Brand Loyalty.....	30
2.2.3 Primary Conceptualization of Brand Loyalty.....	32
2.2.4 Brands Equity dimension.....	33
2.2.4.1 Customer-level satisfactction.....	33

2.2.4.2 Companies level measures.....	34
2.2.4.3 Financial level measures.....	34
2.2.5 Customer Loyalty (CL) and Brand Loyalty (BL).....	35
2.2.6 Intellectual Models.....	35
2.2.7 Industry Models.....	37
2.2.8 Brand Loyalty Scale Developments.....	40
2.2.8.1 Direct Approaches.....	40
2.2.8.2 Indirect approach.....	43
2.3 Theoretical Framework.....	48
2.4 Supporting study.....	49
2.5 Hypothesis.....	49
Chapter 3.....	51
3 Methodology.....	51
3.1 Introduction.....	51
3.2 Research Process.....	51
3.3 Research design and method.....	51
3.4 Questionnaire design.....	52
3. 5 Sample plan.....	52
3. 6 Conducting overview.....	52
3.7 Variables.....	53
Chapter 4.....	54
4 Findings and Discussion.....	54
4.1 Demographic.....	54
4.1.1 Gender.....	54
4.1.2 Income Level.....	54
4.1.3 Age.....	55
4.1.4 Education.....	55
4.2 WOM and Brand loyalty (BL).....	56
4.4 WOM and Brand association (BS).....	58
Chapter 5.....	61
Conclusion and suggestion.....	61

References.....	63
Survey Questionnaire.....	69