

INFLUENCE OF BRAND EQUITY ON CONSUMER PERCEPTION OF A
BRAND

(THE CASE OF SOFT DRINKS IN PAKISTANI MARKET)



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ABSTRACT

Consumer Perception of a brand is subjective to a very vital factor called Brand Equity. Managers can drive positive results and achieve their goals by taking into the consideration all the factors related to brand equity and adding a strong attribute to the product that will influence the consumer perception.

The focal point of thesis is implications of attributes of brand equity (brand awareness, brand loyalty, brand image and perceived quality) and its impact of consumers mind. Thesis has assumed a theory that all these factors play a vital role on influencing a consumer. However, the thesis intent to find which of these three factors (brand image, brand loyalty and perceived quality) achieve the highest brand equity in both the drinks (Pepsi and Coca Cola). Brand Awareness was taken care of individually because the scale we choose was different.

An organized questionnaire was fashioned to find the answer of Research Question. For the research 220 questionnaires were distributed out of which 200 were comprehended and studied. The Thesis scrutinizes the attributes of brand equity namely brand awareness, brand image, perceived quality and brand loyalty. From the research it is clear that brand loyalty got the slightest brand equity rating when compared with others. Although, the four dimension appear to have influence on customer perceptions of brand.

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