

**“Effects of word-of-mouth on the brand equity”**



**By**

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## **ABSTRACT**

This research aims to examine the impact of word-of-mouth on the brand equity. In this study researcher focus on the only three dimension of the brand equity: brand loyalty, brand awareness and brand association. A purposed-based questionnaire was distributed to the respondent of Islamabad and Rawalpindi. By using SPSS 21 as the main data analysis tool, the results found that Word-of-mouth have moderate relationship with these dimension of the brand. Word of mouth have more effect on the brand loyalty and less impact on the brand awareness. Further discussion is included in the research paper.

**Keywords:** word-of-mouth, brand equity, brand loyalty, brand awareness, brand association

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## **Dedications**

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