

Table of Contents

Abstract	3
1. Introduction.....	4
1.2 Project Rationale:	6
1.3 Project Purpose.....	6
1.4 Project Goal.....	6
1.5 Project Objectives	6
1.6 Anticipated Benefits.....	7
2. Literature review.....	7
2.1 Defining Marketing and WOM.....	7
2.2 WOM and Sociality.....	8
2.3 WOM Effectiveness	8
2.4 Emotions and Rationality in WOM.....	10
2.5 Customer Involvement and WOM	11
2.6 WOM and customer Satisfaction	13
2.7 Customer expectations and WOM	15
2.8 Customer Perceived Quality and WOM.....	17
2.9 WOM and Social Relationship.....	19
3.0 Fiske Model.....	21
3.1 WOM Influence.....	22
3.2 WOM Impact on Service.....	22
4.0 Brand Equity	23
4.1 WOM and Brand Equity	24
5.0 Islamabad Tea “WOM and Brand Equity” Strategy.....	25
5.1 Customer Awareness and WOM.....	27
5.2 Brand Association and WOM	28
5.3 Perceived Quality and WOM	29
5.4 Customer Loyalty and WOM.....	29

5.5 Challenges faced by Islamabad Tea WOM Strategy	30
6.0 Islamabad Tea WOM in Digital Age.....	31
6.1 WOM Happens all time and everywhere in present digital age.....	32
6.2 WOM Protect Brand.....	33
6.3 WOM marketing encompass others	33
6.4 Understanding reason why people participate in WOM	33
6.5 Potential Benefits of WOM strategy adopted by Islamabad Tea.....	35
7.0 Recommendations	36
7.1 Islamabad Tea WOM Marketing, Communication and Content of message	36
7.2 The importance of stories for WOM strategy	36
8.0 Conclusion.....	37
9.0 References	39

Abstract

This research project is about Islamabad Tea. The objective of the project is to create awareness, association, perceived quality, association and customer loyalty among the customer of Islamabad Tea. The rationale is to strengthen the marketing strategy adopted by Islamabad Tea, and enhance its customer base. WOM is not a new phenomenon. This has been used over the years from almost all brands in some of its shape and aspect. There is mature literature available in WOM. This literature strengthens the concept of WOM as strategy to achieve the marketing objectives of a particular brand. The literature is available on number of aspects of WOM. There is brief introduction of important aspect is part of the present project. WOM is non-commercial and informal type of communication. This type of communication is uncontrolled, but in present times the business are trying to control this communication. The firms want message reach to customer should be controlled and it must have positivity with respect to specific brand. Fiske model is part of literature which presents the four types of relationship Communal sharing (CS), second is Authority ranking (AR), third is Equality matching (EM) and fourth is Market pricing (MP). There is also limitation of research work with respect to WOM and Brand Equity. Brand Equity is extracted from brand value model. The WOM strategy adopted by Islamabad Tea for brand equity hold four variables that fulfill the objectives of this project. The strategy was further explored and strengthens with qualitative data gathered through interviews and focus group discussion. The variables are Awareness, Association, Perceived Quality, and Customer Loyalty. The key challenges faced by WOM strategy are also discussed. In the last digital strategy adopted by Islamabad teas is explained. There is also recommendations part of project. With potential objectives it is recommended that Islamabad Tea need to focus on content of marketing message and importance of storytelling in overall success of WOM strategy and business.