

Effect of Brand Power on Consumer Buying Intention. A Case of Cigarettes

Thesis Title: Effect of Brand Power on Consumer Buying Intention. A Case of Cigarettes



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ABSTRACT

The research study has been conducted only on the consumers of Islamabad and Rawalpindi. The study provides Information of effect of brand power on consumer buying intentions. As far as consumer-buying intentions are concerned. It may be on the basis of quality, taste, or the brand name. This is what I intend to find in my research. Used questionnaire based upon the literature reviewed in the second chapter & theoretical framework. The research approach, which I will adopt, is the survey method. In this method, I utilize questionnaire to get the responses from the sample. The questionnaire was given to the people who smoke in order to collect their response related to my research topic .questionnaire covered in three dimensions of brand power i.e. brand equity brand quality, brand image and name .Used regression & correlation to study the effect of brand power on consumer buying intentions.(SPSS) was used for analysis. I am going to study three dimensions of brand power & their effect on consumer buying intentions.