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THE EFFECT OF BRAND EQUITY ON CONSUMER BUYING BEHAVIOR IN TERMS OF FMCG IN PAKISTAN

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Abstract

Today, in the occurrence of high modest business edges companies are using the model of brand equity to promote their brands all everywhere the globe. The model of brand equity is composed of three chief aspects. These chief aspects are related to consumer perception, determine and investigate negative and positive effects and resulting value as well. Each and every aspects of brand equity have its own important and helpful for accomplish their company goals within set time frame. It has been observed that brand equity is to be measured as a phrase that used in context of marketing industry. Success, development and growth of any company are highly dependent upon effective decision of corporate management related to produced quality oriented products and service to capture more consumers attention. Importance of marketing industry cannot be overlooking at any case to well perform business operations in market. Type of this research study is quantitative in nature. Primary source of information is used for data collection and SPSS software is use for data processing. The limit of sample size is 310 respondents who are using the products and services of FMCGS working in Pakistan. These FMCGS companies are Engro Foods, P & G Pakistan, Pakistan Tobacco Company, Coca-Cola Company and Nestle Pakistan.

Keywords: Brand Equity, brand loyalty, brand association, Brand awareness, perceived quality, and consumer buying behavior.

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