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Impact of Word of Mouth on Consumer Brand Loyalty: A study of Daewoo Pakistan

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Abstract

The study investigated the impact of word of mouth on consumer brand loyalty with reference to Daewoo express services in Islamabad and Rawalpindi. For that purpose, the center of attention was the private sector transport company used by people for traveling within country to other cities. The study included a total 200 respondents for data collection through field survey using an adapted questionnaire. Main variables of the study were word of mouth (Independent Variable) and consumer brand loyalty (Dependent Variable) Sample size was drawn from the total population using purposive sampling technique. No study focused on the transport sector with reference to word of mouth, therefore this study results would add more knowledge to the existing literature. In the end the correlation and regression test were used for testing the proposed hypothesis and the results showed that there was a postive and significant impact of word of mouth on consumer brand loyalty in Daewoo express services. Therefore, the current study approved the proposed alternative hypothesis.

Key Words: word of mouth and consumer brand loyalty

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