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“(Impact of Brand Equity and Brand Awareness on Customer Satisfaction)”



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Dedications

I dedicate this work to my beloved parents and friends for their support and motivation, help me timely completion of my thesis.

Abstract

This study examines, the impact of brand equity and brand awareness on customer satisfaction in the context of Pakistani Telecom sector (Telenor). Customer satisfaction and customer retention are very important for organizational long term success. The purpose is to “determine the impact of brand equity and brand awareness on customer satisfaction”. To fulfill the purpose, the research is based on Telenor as Telecom Company. Brand equity and brand awareness are factors that companies spent huge amount of budgets. It will be helpful for organizational managers and experts to develop and implement effective strategies to achieve desired goals and objectives. Thus 250 respondents contributed to fill the questionnaire. Whereas, only 211 was accepted because they were correctly filled. The sample (n=211) included the residents of Rawalpindi and Islamabad, Pakistan. The research was based on quantitative, that's why SPSS was used for analyzing the data. Findings comprise on the result that, A Strong association between Brand Equity and Brand Awareness and Customer Satisfaction as well. Furthermore, Brand Equity and Brand Awareness has positive relation to Customer Satisfaction. Results reveal that, Brand Equity and Brand Awareness has impact on Customer Satisfaction.

Keywords; Brand equity, Brand awareness, Customer satisfaction

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