

FINAL YEAR PROJECT



"Factor causing decrease in customer loyalty with
particular brand"

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ABSTRACT

Brand is most important source/resource which company has for its prosperity. Brand is a store-have of trust that matters more and more as chances multiply. There are different terms which are discussed in this report like brand, corporate brand, brand equity, brand image and extension etc. along with different type of brands (manufacture brand, own label brand).

Brand is a central point of competition among the producers in the modern century. Because consumer associate the value of the product with the brand, which shows the loyalty of consumer with a particular product, their loyalty is affected by different variables/factors like brand association, family branding, brand image and cultural factors. These factors may individually or collectively affect the product life cycle, at each stage brand image is most important at the introductory and growth stage, but at the maturity stage brand personality is important for maintaining loyalty among the customers.

Here we find that there is a strong relationship between these variables and customer loyalty, therefore companies should consider these factors while deciding about the brand.

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DEDICATIONS

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