



**A STUDY ON THE FACTORS AFFECTING BRAND LOYALTY OF
CACTUS MINERAL WATER BRAND AMONG CUSTOMERS OF
PASARAYA MEGA MAJU SDN. BHD.**

UMI SHAKIRAH BINTI MOHD AZMAN

2014872264

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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ABSTRACT

Brand loyalty is vital for companies as it is one of business strategies to achieve high sales profit. Thus, any businesses would take this as an important part to achieve competitive advantage in this competitive world. This is because gaining brand loyalty from customer is the final goal of marketing. Brand loyalty can be defined as how a business could position the product in consumers' mind that would drive their customers to repeat purchasing their products. There are several factors that would influence brand loyalty. This research was conducted to testify five factors influencing brand loyalty of Cactus mineral water brand as in terms of price consciousness, brand functional benefit, brand trust, brand symbolism and genetic influence among customers of Pasaraya Mega Maju Sdn. Bhd. 200 sets of questionnaires were distributed to the respondent as the population but only 163 sets of questionnaires were then returned. After the questionnaires had been assessed, only 156 of them were valid to be interpreted into statistical data. These data then were used to determine the relationship between the four factors which are product quality, promotion, brand name, price with brand loyalty for Cactus mineral water brand. In the end, the findings would indicate which factor has the most effect on brand loyalty.

Key words: Brand loyalty, brand name, price, product quality, promotion