



**FACTORS AFFECTING CONSUMER BRAND LOYALTY
TOWARDS MOBILE PHONE**

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JULY 2013

ACKNOWLEDGEMENT

Assalamualaikum warahmatullah hiwabarakatuh

Alhamdulillah, all thanks and praises are due to Allah S.W.T. for making things possible, for giving me the strength, both spiritually and physically and yet the inspiration to complete this project paper as a requirement to obtain a Bachelor of Business Administration (Hons) Marketing.

There are many individuals that had contributed not only their expertise, but also in term of time, energy and also effort to the success of this project paper. To the very first and foremost, I want to show my gratitude and deepest appreciation to my advisor, Miss Geetha a/p Muthusamy for her invaluable guidance, beneficial assistance, continuous support, ideas and also encouragement throughout the completion of this project paper. Not forgetting my second examiner, Proffesor Madya Asmah Binti Zainudin for giving me support and precious advice.

My deepest appreciation also goes to my beloved parents,
and my siblings for give me a lot of encouragement and support in completing my project paper. Next, my deepest gratitude to my friends and colleagues Ariff Mohamed , Nurul Husna and Nur Arissa Qaireen that just to be named a few who were always there when I needed them the most. Besides that, my best regards and thanks to everyone who participated directly or indirectly in completing this project paper.

Thank you.

Wassalam

ABSTRACT

Making a strong brand is important not only nowadays but also has become one of the main agenda to every company. It is an asset to a company and to make it noticeable by consumers is not an easy task because there are a lot of elements that needed to be taking care of. Each and every product or service must have its own brand so that it can be differentiated and recognize by the consumers. Brand loyalty can be achieved if the consumers feel that the product that they bought is worth of buying and they will create a repeat purchasing of the same product or brand. When loyalty has been achieved, thus, it will create trust towards that brand. However, it's not easy for a brand to get its consumers brand loyalty.

Factors such as technology, product features, brand image and also customer service have been identified in order to see whether or not these factors have significant relationship with brand loyalty. The survey has been conducted in Malacca Town area where sample size of 100 consumers has been chosen to take part in the survey. Respondents are required to answer the questionnaires that include the statements regarding factors that influence brand loyalty on mobile phone brand then the data will be analysed and summarized in a reliable interpretable form with the use of The Statistical Package for Social Science (SPSS). The results are in the form of reliability testing, frequency, correlation and also regression. Based on this research, the result indicated that there are significant relationships between all the factors. The first rank that gives the highest significant level is technology and followed by other factors.

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