



A STUDY ON FACTORS INFLUENCING CONSUMER LOYALTY TOWARDS  
SMARTPHONE BRAND

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JULY 2019

**DECLARATION OF ORIGINAL WORK**



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UNIVERSITI TEKNOLOGI MARA,

**“DECLARATION OF ORIGINAL WORK”**

I, NUR AMALINA BINTI SAAD, (I/C Number: 950128-14-6842)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

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The Head of Program  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “A Study on Factors Influence Consumer Loyalty Towards Smartphone Brand” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

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(NUR AMALINA BINTI SAAD)  
2016734439  
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## **ABSTRACT**

In the competitive marketplace today, every smartphone brand are trying to enhance the own performance of product to satisfied their consumer and to attract the consumer to be loyal with the brand. The consumer will be loyal if they have a better experience with the product. Not even that, the product of smartphone brand have made accordingly to the consumer needs and wants towards the smartphone. Every brand of smartphone product main objectives is to attract the consumer to be loyal to the product from time to time. It is where the companies of smartphone brand wants the consumer positioning the mind about their product of smartphone features that the companies of smartphone serve to the market. Usually the features and benefit must be differently from other the smartphone brand, so that the brand can be more outstanding from other brand.