

**FACTORS INFLUENCING CUSTOMER-BASED BRAND EQUITY WITH
REPURCHASE INTENTION TOWARDS RNS MARKETING COMPANY**

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TABLE OF CONTENTS

TITLE	PAGE
Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgment	v
Table of Content	vi
List of Table	ix
List of Figure	ix
Abstract	x
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the Study	1-2
1.2 Background of the company	3
1.3 Problem Statement	4
1.4 Research Questions	4
1.5 Research Objectives	4
1.6 Significance of the Study	5
1.6.1 The Company	5
1.6.2 The Researcher	5
1.7 Scope of the Study	5
1.8 Limitations of the Study	6
1.8.1 Limited Data Sources	6
1.8.2 Lack of Response and Cooperation	6
1.9 Definitions of Key Terms	7

ABSTRACT

Brands have been established to be a source of competitive advantage and have been forwarded as valuable asset for any organization (Aaker, 1991 & Gray, 2006). According Aaker (1991) brand equity consists of five dimensions which is brand awareness, brand image, perceived quality, brand loyalty and other proprietary assets. By that, the researcher wants to relate the customer based brand equity with repurchase intention which is RNS Marketing facing with various of competitor that usually very common with the tender business and the competitor company that already well establish in this fields. Even though this is the issues that RNS Marketing facing but they will be a repurchase customer that using RNS marketing as their supplier. In this research, the study on RNS Marketing was mainly focused on regular customer perspective. Repurchase intention is one of the indicators of consumer loyalty (Selin, Howard, Udd, & Cable, 1988; Fornell, Johnson, Anderson, Cha, & Bryant, 1996). Based on Reichheld and Scheffer (2000), the cost of retaining consumers was much lower in long term whereby the increase of consumer's loyalty and purchasing will ultimately contribute huge income to the company.

The research objective of this study is to investigate the factors that will influence repurchase intention towards RNS Marketing. Next the second research objective is to investigate the factors of customer-based brand equity that has the strongest influence with repurchase intention towards RNS Marketing.

This research has been conducted by distributing questionnaire to the sector of government, private and others sector at Selangor and Kuala Lumpur. We are targeting the respondents in this area because of regular customer of RNS Marketing. The researcher has distributed exactly 50 questionnaires to the repurchase customer of RNS Marketing that divided into 3 sector which is government, private and others. The two factors of repurchase intention are perceived quality and brand image seems to be the important factors of regular customer to buy and use the product and service of RNS Marketing since there has a significant.



CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter consists of the introduction, background of the study, statement of research problem, objectives of the study and research questions. It also covers the significance of the study, its scope, limitations of the study, and operational definition of key terms that were used in this study.

1.1 BACKGROUND OF THE STUDY

This research focuses on the factors influencing customer-based brand equity with repurchase intention towards RNS Marketing. Mostly, companies have come to believe that one of their most valuable assets is their products and services brands. Kapferer (2004) Kotler (2006). The companies must creating the products through branding and increase customer loyalty, not only will create value but also increase the financial profitability for the companies. Accordingly, brands ability to attract the customer through the purchase decision that they will make, reduce the risk whether certainty and uncertainty and it also defining their expectations is very valuable. Each of companies must build strong brands while doing promises and commitments to make customer satisfaction and should improve the strength of their capabilities over time. Besides that, strong brand provides a company with several possible benefits including create customer loyalty, higher profit margins and enhance market share, therefore it is important for managers to measure the equity that had been built up by their brand.

The importance of branding to the company have been recognized and studies for a year. There have been numerous studies on brands and brand equity. Brands have been established to be a source of competitive advantage and have been forwarded as valuable asset for any organization .Aaker (1991) & Gray (2006). Brand equity is an instrument to measure the competitive strength of brands .Farquhar (1989) that have been studied from two perspectives. According Aaker (1991) brand equity consists of five dimensions which is five dimensions: brand awareness, brand image, perceived quality, brand loyalty and other proprietary assets.