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Abstracts

Factors affecting Brand loyalty of Apple iPhone in Kuwait (3000 words)

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- 1.4-Research method
- 1.5 Where and When Research was conducted?
- 1.6 Describe Sampling methods
- 1.7 Who will be the sample and population?
- 1.8 Describe the data collected

2- SURVEY ANALYSIS

Gender

Age

Which smart phone you think is best

which factor has most impact on brand loyalty

I keep brand in mind when I purchase smart phone

Rate the level of quality, satisfaction and perceived image on scale of 1-5

Give Suggestions how Apple can improve the brand loyalty?

3- CONCLUSION

4- RECOMMENDATIONS

4.1 Strategies for improving brand loyalty

4.2 suggestions based on survey

Appendix

Excel Spread Sheet

Questionnaire

References

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