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Abstracts

Research paper- IMPACT OF BRANDING STRATEGIES ON CONSUMER BUYING BEHAVIOR IN FMCD OF SAMSUNG IN KUWAIT (3000 words)

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2- SURVEY ANALYSIS

have you purchased Samsung durable goods

From which age group you belong?

my most favorite FMCD brand is

Which of these has most impact on making decision to purchase

There is a strong link of consumer strategies of branding on purchase attitude of clients
rate frequency of buying FMCD(1-5)

3- CONCLUSION

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