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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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- 1.3 Research Objective
- 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

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

4-RECOMMENDATIONS

- 4.1- Strategies
- 4.2-Respondants Recommendations

Appendix

Excel Sheet

Questionnaire

References



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