



EXPLORING THE DETERMINANTS AFFECTING OLPER'S MILK BRAND LOYALTY

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ABSTRACT

The aim of this research is to analyze the factors that affect the brand loyalty of Olpers Milk. In this research, each factor is compared briefly analyzed with the help different demographics to understand that how these demographics are going to effect on brand awareness, brand perception and purchase intention of the customer. For this purpose a survey was conducted using structured questioner based on Likert scale. The questioner was filled by 100 respondents in different areas of Karachi. This thesis will help us in understand that how brand loyalty, brand awareness, brand perception and purchase intention vary in people of different age groups, gender, and income level and employment status. Each factor is discussed brief in the study and in the end final conclusion is given on the basis of literature review and data analysis and suggestion are given in the last.

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