

**Brand loyalty of Warid customers after merger with Jazz: A case study from Telecom sector of Pakistan**



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## **ABSTRACT**

The aim of the research is to find out the impact of merger on Warid customer's loyalty after merger with Jazz. The research is focused on understanding the brand loyalty of Warid customers before and after the merger with Jazz. Whether the customers were loyal enough to understand the decision of merger and stick by whatever was coming their way or they were at the verge of dissatisfaction and they left the network for some other brand. The research study tries to establish the fact what impact the merger had on its customer, whether they saw it as a positive step or took it negatively, whether Jazz was able to retain Warid customer base or not. The finding of the research shows that it was due to the brand trust of Warid's customer, which led to the smooth transition of the customer base from Warid to Jazz. Not only that, it was also the level of satisfaction from the service provider, which made it possible. Another factor that strongly contributed towards the loyalty was the commitment of the employees with the brand and its decision that made them stick to all the decisions their brand was making and not only that but also it helped the other company, Jazz to get its benefits. Hence, the brand trust, brand satisfaction and brand commitment all contributed towards the Warid customers for being loyal.

**Keywords:** Merger, brand loyalty, brand satisfaction, brand trust, brand satisfaction, brand commitment

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# **DEDICATION**

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