

THE IMPACT OF BRAND LOYALTY,  
BRAND AWARENESS, CONSUMER  
PERCEPTION AND PRICE SENSITIVITY  
ON CONSUMER BRAND CHOICE

BY

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## ABSTRACT

My objective was to assess the effectiveness of the factors of brand choice which are changing the choices of consumers in buying the products. The study was carried out among all age groups. The people in this study have been selected by using quota sampling technique which is used to ease you regarding same choices and similar characteristics. The duration of my study was from May 2012 to Dec 2012.

The research was undertaken among the Malaysian. The adopted sampling method was judgmental sampling and questionnaire. There were 190 usable questionnaires were analyzed by using Statistical Package for Social Science Software version 19. There are four hypotheses developed for this research and all hypotheses were tested using Simple Regression Analysis, Multiple Regression Analysis and Hierarchical Regression Analysis. The results of the study indicated that think; act; and relate experiences have not significant direct influence on customer satisfaction.

The result I found out that the people are more into brand because of their loyalty towards the brand and how they perceive the product or the brand. Is it friendlier or satisfy customer needs. In my study I concluded that brand loyalty and consumer perception is more effective than price sensitivity and brand awareness. The research problems and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contributions to this research such as theoretical and managerial were also presented. Limitations and recommendations were highlighted at the end of the chapters.