

**A STUDY ON THE IMPACT OF BRAND IMAGE ON
CUSTOMER SATISFACTION IN MOBILE PHONES AMONG
CUSTOMERS**



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ABSTRACT

This research is investigated the impact of brand image on customer satisfaction in mobile phones among customers in Nuwara-Eliya District. So this research will describe whether the brand image is important to achieve customer satisfaction or not. Since the mobile phone market is highly dynamic, the mobile phone providers need to accurately identify the variables for customer satisfaction.

This study help to know about impact of brand image on customer satisfaction in mobile phones among customers in Nuwara-Eliya District. The objectives of this study are: to identify level of brand image in mobile phones among customers and also to find out the level of customer satisfaction in mobile phones among customers. And finally to identify the impact of brand image on customer satisfaction in mobile phones among customers.

To achieve these objectives, the target population was selected as all the consumers who used mobile phone. Sample of this study were 502 mobile phone users in Nuwara-Eliya District. The research instrument was a set of questionnaire. The data were analyzed using descriptive statistics to find frequency and percentage of personal profile, mean scores and standard deviation of the customer satisfaction and the important elements of brand image. Then the data were tested using regression analysis and correlation analysis to find the relationship between brand image and customer satisfaction.

In this study researcher found that there is an impact of brand image on customer satisfaction in mobile phones among customers in Nuwara-Eliya District. So this research will be beneficial for managers to gain better understanding of customer satisfaction from consumer perspective. As well this research will helpful to those who are in to this industry.

Keywords: Customer Satisfaction, Brand Image, Customer Past Experience, Marketing Communication, Perceived Quality, Brand Association

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