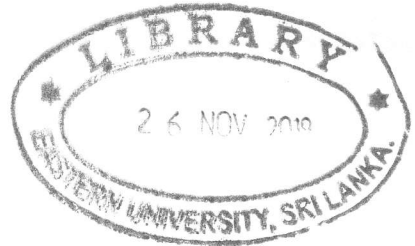


**THE IMPACT OF LOYALTY PROGRAMME ON BRAND
LOYALTY WITH SPRCIAL REFERENCE TO DIALOG
AXIATA AND MOBITEL COMPANY IN BADULLA
DISTRIC.**



BY

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EU/IS/2013/MS/93

MS-1623



**A Project Report Submitted to the Faculty of Commerce and Management,
Eastern University, Sri Lanka as a partial fulfilment of the requirement of the
Degree of Bachelor of Business Administration (BBA) Specialization in
Marketing Management**

**Department of Management
Faculty of Commerce and Management
Eastern University, Sri Lanka**

2019

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Abstract

In present society, Loyalty programmes regard as major variable to build up relationship with customers. The firms are highly concerned about the loyalty programs. This article investigates various perceived benefits of loyalty programmes using a multi-benefits framework based on utilitarian benefit, hedonic benefit and symbolic benefit. The objective of this article is to examine the effect of the loyalty programs benefits on the brand loyalty. And to evaluate the extent to which loyalty programmes benefits are highly affect brand loyalty. In addition, to determinesignificant differences among usage duration with, related to brand loyalty. Sri Lankan mobile communication industry offer undifferentiated services for the customers and customers switching cost is very low or few rather than othe rindustries. Dialog is the market leader in the mobile communication industry. Dialog Company considers as research context. The population was the all the dialog mobile connection users in Sri Lanka. The convenience sampling approach was used. A questionnaire used to collect data. Questionnaire distributed in the Colombo district. Data was analyzed using SPSS. One-way ANOVA used to find significant difference regarding usage duration. Co efficiency used to determine brand loyalty. It was found that there was a significant relationship between loyalty program benefits and brand loyalty. Symbolic benefits affected brand loyalty in strong positive level. Utilitarian benefits and hedonic benefits affected brand loyalty in moderate positive level. And also found that there was no significant difference among usage duration regarding brand loyalty. Firms can use these findings as a marketing strategy, when firms introduced or modify loyalty programs.

Key words: Hedonic Benefits, Recognition and Social Benefits, Economic Benefits, Informational Benefits, Brand Loyalty

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