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TITLE: The Factors of Affecting Brand Loyalty : A Study on The Students Of Adnan Menderes Universtiy

ABSTRACT

Bring comfortable solutions for the consumers want and needs is a very important subject for the marketers in the modern marketing understanding. For determinig these wants and needs of consumers, consumer behaviour and the factors which affects costumer behaviours must be researched.

Consumption is one of the behaving that people could not give up in their lifes. In todays competitive word, products become more similar. Today, consumers can reach information which they want to learn about products that they want to buy. In their purchase decision, consumers affected by the differences that the creation of firms from the others. Brands are one of the creativity of the firms. Brands are some signs, conceptions, logos that increase the value of products. Consumers prefer brands for their value .

Brands have a great role both of firms and consumer's preferences. The firms who wants a long time profit, they targeting to bring all of their consumers being loyal for their brands. For this reason, brand loyalty is a very important subject for the companies.

In this study, it is being to measure the effects which affects brand loyalty and wants to learn what are the factors which affects consumer's brand loyalty. For this reason, it has been made a survey in Adnan Menderes University, on 365 students. The results of the survey, has been analized by regretion and factor analises.

As a result of the study, technical properties, the belief of products brand, and the trust of the company are the factors which affects the brand loyalty for the purchasing behavior of the students on their mobile phone preference.

KEYWORDS

Consumer Behaviour, Brand, Brand Loyalty, Mobile Phone