

**PROJECT REPORT ON
“A STUDY ON ROLE OF BRANDING TO IMPROVE THE CUSTOMER LOYALTY
WITH REFERENCE TO APPLE IPHONE” IN SAGEETHA MOBILES**

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-2023



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TO WHOM SO EVERY IT MAY CONCERN

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During the course of Project, the candidate was found to be observant during his short stint in our company, we appreciate his contribution

Best regards

For Sangeetha Mobiles Private Limited

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Date: 01-09-2023

CERTIFICATE

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DECLARATION

I, Sinchana Y S, hereby declare that the Project report entitled **“A STUDY ON ROLE OF BRANDING TO IMPROVE THE CUSTOMER LOYALTY WITH REFERENCE TO APPLE IPHONE” IN SAGEETHA MOBILES** Is prepared by me under the guidance of MR. NEERAJ RAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

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Signature of the Student

Date: *04/09/2023*

4AL21BA085

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EXECUTIVE SUMMARY

The study on the role of branding in improving customer loyalty with reference to Apple iPhone at Sageetha Mobiles explores the impact of Apple's branding strategies on customer loyalty within the context of a mobile retail store. The research investigates how Apple's strong brand identity, product quality, and user experience influence customers' loyalty towards the iPhone.

The study employs both qualitative and quantitative research methods, including surveys and interviews with Sageetha Mobiles' customers. Findings reveal that Apple's branding, characterized by its minimalist design, premium pricing, and innovative technology, significantly contributes to higher customer loyalty. Customers perceive the iPhone as a status symbol and are willing to pay a premium for the brand.

Moreover, the study identifies that after-sales services, including technical support and software updates, play a crucial role in enhancing customer loyalty. Sageetha Mobiles can leverage these findings to develop strategies that strengthen its association with the Apple brand, improve customer satisfaction, and ultimately drive customer loyalty, leading to increased sales and long-term customer relationships.